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ABSTRACT

This annotated bibliography lists a wide variety of print materials that may be helpful to small business owners in acquiring the knowledge necessary to manage their businesses. The bibliography is arranged in chapters by main functional topics. In each chapter, subcategories of interest are then listed, and entries are arranged alphabetically within each subcategory. Most entries include publishers' addresses and prices. The 11 chapters of the bibliography list the following: (1) general resources, directories, periodicals, trade journals, statistical reports, and other information; (2) publications of the U.S. Small Business Administration; (3) textbooks, handbooks, manuals, and workbooks on business management, theory, and planning; (4) publications that provide guidance on getting into or out of a business; (5) information sources for legal and insurance issues; (6) publications on financing a new business and managing money in a business; (7) marketing and promotion resources; (8) personnel management publications; (9) day-to-day business management information; (10) references on computers and data processing; and (11) databases, online services, and database vendors. (KC)

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ILLINOIS DEPARTMENT OF COMMERCE AND COMMUNITY AFFAIRS

Office of Urban Assistance

Revised: October 1989

TABLE OF CONTENTS

Page

I. General Resources

A. General Business Information..... 1
B. Periodicals/Trade Journals..... 2
C. Census Reports and Statistical Publications..... 5
D. Directories/Encyclopedia..... 9
E. Trade Associations.....14

II. U.S. Small Business Administration Resources

A. Business Management.....15
B. Business Start-Up to Liquidation.....16
C. Legal and Insurance Issues.....16
D. Business Financing, Budgeting, and Accounting.....17
E. Marketing, Sales, and Advertising.....18
F. Personnel Management.....19
G. Front Office Administration.....19
H. Operations.....19

III. Business Management

A. Management Textbooks.....21
B. Business Start-Up Manuals.....23
C. Home-Based Business Operations.....25
D. Female/Minority Business Texts.....26
E. Planning.....27
F. Entrepreneurs.....29
G. Case Studies.....30

IV. Business Start-Up to Liquidation

A. Industry-Specific Titles.....31
B. Buying or Selling a Business.....33
C. Business Valuation.....34
D. Owner Succession.....34
E. Turnaround and Bankruptcy.....35
F. Franchising.....36

V. Legal and Insurance Issues

A. General Legal Information.....39
B. Patents, Trademarks, and Copyrights.....40
C. Risk Management.....40

Page

VI. Business Financing, Budgeting, and Accounting

A. The Loan Proposal....43
B. Venture Capital....43
C. Raising Money....44
D. Financial Management....45
E. Financial and Ratio Analysis....46
F. Financial Planning and Forecasting....47
G. Cash Flow and Breakeven Analysis....47
H. Bookkeeping....49
I. Tax Planning....50
J. IRS Publications and Tax Guides....51

VII. Marketing, Sales, and Advertising

A. Marketing Strategy....53
B. Competition Analysis....55
C. Market Research and Analysis....55
D. Product Analysis and Product Pricing....57
E. Advertising....58
F. Customer Relations....58
G. Sales Force Management....59
H. Salesmanship....60
I. International Trade....60
J. Federal Procurement....62

VIII. Personnel Management

A. Interviewing, Hiring, and Staffing....65
B. Employee Relations and Productivity....65
C. Performance Evaluations and Appraisals....67
D. Employee Discipline and Termination....67
E. Personnel Policies....68
F. Salary Policies....69
G. Employee Benefits....69
H. Training....70

IX. Front Office Administration

A. Management Efficiency....73
B. Negotiation....74
C. Managing Meetings....74
D. Conflict Management....75
E. Hiring Consultants/Contractors....75
F. Decision Making/Problem Solving....75
G. Communications....76
H. Quality Control/Quality Assurance....76

Page

X. Computers and Data Processing

A. Basic Information About Computers.....81
B. How to Choose and Purchase Computers.....82
C. Using Computers to Solve Business Problems.....82
D. Computer Operations.....83
E. Accessing Computerized Resources.....84

XI. Computerized Resources

A. On-Line Services.....85
B. Data Base Vendors.....86
C. General Reference Data Bases.....88
D. News Data Bases.....88
E. Business Planning Data Bases.....88
F. Legal Data Bases.....89
G. Insurance Data Bases.....89
H. Finance Data Bases.....89
I. Taxation Data Bases.....90
J. Business Directory Data Bases.....90
K. Trade Data Bases.....90
L. Employment/Placement Data Bases.....91
M. Computer Industry Data Bases.....91
N. Defense Data Bases.....91

INTRODUCTION

Success in a small business venture depends on a combination of detailed skills and broad knowledge. In the rapidly changing world of today's business, it is important that the small business person be as well-informed as possible in a variety of areas. The Illinois Department of Commerce and Community Affairs' Office of Urban Assistance has compiled this bibliography to assist the small business owner in acquiring the knowledge necessary to make vital, informed decisions.

Using This Document -- The table of contents is the primary guide to help you locate your area of interest. The chapter by chapter arrangement of this bibliography is by main functional topics, such as general resources, legal issues, business financing, etc. In each chapter, subcategories of interest are then listed, and entries are arranged alphabetically within each subcategory. These detailed subcategories should allow the business owner to focus attention on any particular subject with minimal effort and time.

Every effort has been made to best fit each entry into a subcategory. In many cases, a resource entry could fit equally well in two or more categories or subcategories. Readers should check related topics as well as the main topic of interest. The entries in this bibliography are intended to be representative of each genre and not all-inclusive.

Chapter I includes a listing of general resources, directories, periodicals, trade journals, statistical reports, and other printed information.

Chapter II covers current publications of the U.S. Small Business Administration. These pamphlets and booklets are oriented to assist you with specific areas of business operation: management, legal issues, start-up, financing, marketing, personnel issues, and operations.

Chapter III provides an extensive listing of textbooks, handbooks, manuals, and workbooks which address business management, theory, and planning.

Chapter IV includes publications which provide guidance in getting into or out of a business. Topics include buying or selling a business, business valuation, owner succession, turnaround and bankruptcy, and franchising.

Chapter V publications address the legal issues you may encounter in start-up or operating a business.

Chapter VI lists publications which may help you get the money to go into business, and help you manage your money to stay in business. These include financial management, financial and ratio analysis, financial planning and forecasting, cash flow and breakeven analysis, tax planning, bookkeeping, and IRS publications.

Chapter VII covers all aspects of promoting your company and its products or services. Topics include marketing ideas, marketing strategy, marketing research and analysis, competition analysis, product analysis and pricing, advertising, customer relations, sales force management, and salesmanship.

Chapter VIII lists publications which will help you to manage your employees. Topics include interviewing, hiring, staffing, performance evaluations, employee relations and productivity, employee discipline and termination, salary policies, employee benefits, and training.

Chapter IX includes publications dealing with the day-to-day "front office" aspects of business operation -- management efficiency, managing meetings, conflict management, negotiation, decision making, problem solving, and communication.

Chapter X covers computers and data processing -- how to choose the right computer for your business, using computers to solve business problems, and accessing computerized resources.

Chapter XI addresses access to computerized resources, through data bases, on-line services, and data base vendors.

LOCATING REFERENCES LISTED IN THIS BIBLIOGRAPHY

The Public Library -- The best source of additional reference is the public library. For more in-depth research into a specific topic of interest, consult the research librarian at your local public library or the other sources listed below. Also give consideration to college or university libraries, commercial bookstores, computer databases, and governmental agencies.

Direct from Publishers -- Other resources to consider include ordering material or a catalog of available data directly from the publisher or distributor. Many of these can provide a listing of currently available information. When ordering, please remember to include the title and stock number, if available, of the document.

Books In Print -- This is a valuable publication to consult for the availability of any particular book or major publication. This book can be found in most libraries or can be ordered from the publisher:

R.R. Bowker Co.
245 W. 17th Street
New York, New York 10011
1-800-323-3288

Government Printing Office (GPO) -- Most government documents can be obtained from this agency by writing to the major document distribution center. The complete ordering address of the center is:

Superintendent of Documents
U.S. Government Printing Office
Washington, DC 20402

Bureau of the Census -- Some statistical abstracts and other printed numerical tables can be ordered at the following addresses:

Customer Services Branch (DUSD)
Room 1626, FB3
Bureau of the Census
Washington, DC 20233

Publication Sales
Distribution Branch
U.S. Department of Commerce
Room 1617D
Washington, DC 20230

U.S. Small Business Administration (SBA) -- SBA publications may be ordered directly from its Ft. Worth, Texas distribution center by using an order form from the Directory of Business Development Publications (SBA 115A) or the Directory of Business Development Pamphlets (SBA 115B). Both pamphlets, which can be obtained at the address listed below, contain an order form listing prices and order numbers. Please list the Stock Number (S/N) or publication number when ordering SBA publications.

U.S. Small Business Administration
P.O. Box 15434
Fort Worth, Texas 76119

Internal Revenue Service (IRS) -- IRS Publication #910 provides a listing of all IRS documents. IRS publications are free. To order any IRS publication, identify the publication name and number, and contact:

Internal Revenue Service
Central Area Distribution Center
P.O. Box 9903
Bloomington, Illinois 61799
1-800-424-3676

ACKNOWLEDGEMENTS

This bibliography was assembled from a number of sources. The editors of this bibliography would like to thank those who have consented to the use of this material. The major source contributors to this bibliography are acknowledged below.

American Management Association
Small Entrepreneur Enterprise Center
135 West 50th Street
New York, New York 10020

Illinois Department of Commerce and
Community Affairs
Division of Economic Opportunity
620 East Adams Street
Springfield, Illinois 62701

Oregon Small Business Development
Center Network
1059 Williamette Street
Eugene, Oregon 97401

Department of Vocational
and Technical Education
University of Illinois
346 Education Building
1310 South Sixth Street
Champaign, Illinois 61820

Bank of America
Small Business Reporter
Department 3631
P.O. Box 37000
San Francisco, California 94137

Shawnee Library System
Greenbriar Road
Carterville, Illinois 62918

Harvard Business Review
P.O. Box 3000
Waburn, Massachusetts 01888

Gale Research Company
Book Tower
Detroit, Michigan 48226

American Marketing Association
250 South Wacker
Chicago, Illinois 60606-5819

School of Occupational and
Adult Education
College of Education
Oklahoma State University
406 Classroom Building
Stillwater, Oklahoma 74074

East Central Network/Illinois
Vocational Curriculum Center
Sangamon State University
E-22
Springfield, Illinois 62708

Midwest Research Institute
425 Volker Boulevard
Kansas City, Missouri 64110

The Information Report
Washington Researchers
Publishing
2612 P Street, N.W.
Washington, DC 20007

We would also like to thank those individuals who reviewed the draft of this booklet, including E. Edward Harris, Judy Schwegman, Richard Judd, and Elizabeth Noonan.

Although we have made every effort to verify the validity of each entry, some items may become unavailable over time. Any comments concerning this bibliography, or any additions, deletions, or corrections suggested for future editions should be addressed to: Illinois Department of Commerce and Community Affairs, Office of Urban Assistance, State of Illinois Center, 100 West Randolph, Suite 3-400, Chicago, Illinois 60601, 312-814-2366.

GENERAL RESOURCES

A. General Business Information

Business Information: Applications and Sources. Mayros and Weiner. Chilton Book Company; Radnor, PA 19087. $27.50. Book.

This offers some good, practical advice on various kinds of business information.

A Business Information Guidebook. Figueroa and Winkler. AMACOM; 135 West 50th; New York, NY 10020. $19.95, hardcover; $9.95, softcover. Book.

This lists where and how to get information on almost anything of interest to a business.

Business Information: How to Find it, How to Use it. Michael R. Lavin. Oryx Press; 2214 North Central at Encasto; Phoenix, AZ 85004-1483. $35.00 Book.

This is an invaluable resource for the serious business researcher which lists all major business related publications both in books and periodicals, giving a critical description of each and pointing out their relative merits and deficiencies.

The Freedom of Information Act and How to Use It. Freedom of Information Clearinghouse; P.O. Box 19367; Washington, DC 20036. Pamphlet.

This pamphlet points out the rights that businesses and individuals have to obtain information through the federal government. Much of this information may be useful in market research or in competitive analysis.

The Information Catalog. Find/SVP; 500 Fifth Avenue; New York, NY 10110. Catalog.

This catalog is published by a firm whose major business is locating and selling various kinds of information. The catalog is updated regularly.

Information U.S.A. Matthew Lesko. Viking. Penguin, Inc.; 40 W. 23rd St.; New York, NY 10010. Book.

Available in softcover, this thick book lists specific sources of information within the U.S. Government and explains how to take advantage of the federal government's huge data banks to obtain information pertaining to company needs.

Small Business: Look Before You Leap -- A Catalog of Sources of Information to Help you Start and Manage Your Own Small Business. Louis Mucciolo. 1978. Marlu; P.O. Box 111; Dobbs Ferry, NY 10522. Complete Textbook.

The book identifies many of the in-print entrepreneurship materials from established publishers, as well as the voluminous publications and diverse management assistance available from government sources.

The Small Business Survival Guide--Sources of Help for Entrepreneurs. Joseph R. Mancuso. 1980. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. Complete Textbook.

This publication identifies a wide variety of resources of interest to beginning or practicing entrepreneurs.

Where to Find Facts. Business Research Division, College of Business and Administration; University of Colorado; Campus Box 419; Boulder, CO 80309-0419. Pamphlet.

This pamphlet offers some valuable tips for the beginning researcher.

Women's Handbook. U.S. Small Business Administration; 1441 L Street, N.W.; Room 602; Washington, DC 20416. Pamphlet.

This explains how the SBA can help women go into business.

B. Periodicals/Trade Journals

Barron's National Business and Financial Weekly. Dow Jones & Company, P.O. Box 300; Princeton, NJ 08543. Weekly magazine.

This tabloid-format weekly ranks as one of the best known business journals. It is written exclusively for investors and is considered the most convenient form of comprehensive market information available on a weekly basis.

Boardroom Reports. Milburn, NJ 07041. $49.00 per year. Periodical.

This newsletter includes a number of short articles and very brief pointers designed to help managers recognize or solve business problems. It is published every two weeks.

Business America -- The Magazine of International Trade. Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. Subscription, $57.00; $2.50 per copy. Magazine.

This biweekly periodical helps American exporters penetrate overseas markets by providing timely information on trade opportunities and methods of doing business in foreign countries.

Business Computer Systems. P.O. Box 17452; Denver, CO 80217. $35.00 per year. Periodical.

This monthly publication, which is oriented toward choosing computer hardware and software with particular emphasis on microcomputers and minicomputers, has critical reviews of new equipment and software, as well as articles showing how to use existing systems effectively.

The Business Owner. 383 S. Broadway; Hicksville, NY 11801. $66.00 per year. Periodical.

This monthly publication focuses on examples of how to apply techniques briefly summarized in the articles.

Business Profit Digest. 10076 Boca Entrada Boulevard; Boca Raton, FL 33431-0907. $44.00 per year. Periodical.

This newsletter-format publication concentrates on delivering tips to key business decision-makers. Each monthly issue is organized around a series of general topics with each general topic containing up to four short recommendations on how to solve common small business problems in that area.

Business Week. P.O. Box 430; Highstown, NJ 08520. $39.95 per year. Periodical.

Feature articles often cover subjects of general interest to all business owners. This magazine provides a summary of current economic conditions, with frequent opinions of leading economists on the near-term future of the economy. Published weekly.

Computer Decisions. P.O. Box 1417; Riverton, NJ 08077. $35.00 per year. Periodical.

Designed for the full range of computer users (micros up through mainframes), the content of this monthly magazine is intended to help data processing managers with operation of their departments. It often carries feature articles on such topics as interviewing, staffing, employee relations, and selling skills.

Cottage Connection. National Association for the Cottage Industry; P.O. Box 14460; Chicago, IL 60614; 312-472-8116. $45.00 per year. Periodical.

This bi-monthly newsletter addresses the issues which confront home-based business owners. It includes tips on how to successfully operate a cottage industry; resources to consult; and a calendar of events which lists conferences, trade shows and business opportunities.

Crain's Chicago Business. Crain's Communication, Inc.; 740 N. Rush Street; Chicago, IL 60611. $44.00 per year.

This weekly publication is geared toward the Chicago/Illinois business community, and contains commentary, editorials, stock market analyses, and in-depth articles that affect the Chicago business person.

Economic Report. Manufacturers Hanover Trust Company; 350 Park Avenue; New York, NY 10022. Pamphlet.

Rather than being a recurring newsletter, this series addresses different topics in each issue.

Entrepreneur. Entrepreneur Group, Inc.; 2392 Morse Avenue; Irvine, CA 92714. $19.97 per year. Periodical.

This monthly magazine is packed with articles and advertisements about how to become an entrepreneur.

Forbes. 60 Fifth Avenue; New York, NY 10011. $39.00 per year. Periodical.

This magazine surveys the current problems and tactics of American business. It includes articles on personal investing, as well as a regular feature on venture capital. It is published every two weeks, with extra issues twice a year.

Fortune. 541 N. Fairbanks Court; Chicago, IL 60611. $39.00 per year. Periodical.

This bi-weekly publication, concentrating on the general problems of business, has regular information on the U.S. economy and includes in-depth articles examining business trends or individual companies.

Harvard Business Review. P.O. Box 3000; Woburn, MA 01888. $35.00 per year. Periodical.

Although a lot of the material in this publication is more valuable to larger businesses, it also has a complete section entitled "Growing Concerns," which focuses on the problems of smaller firms. The articles are generally more lengthy than articles in other general business publications. It is published every two months.

In Business. Box 323; Emmaus, PA 18049. $13.97 per year. Periodical.

This bi-monthly magazine focuses on smaller businesses which are unusual in some respect (handcrafts, specialty restaurants, etc.). It includes case histories of businesses like these and some general business tips on finance, marketing, or planning.

INC. 36 Commercial Wharf Road; Boston, MA 02166. $18.00 per year. Periodical.

This monthly magazine was the first popular "small business" magazine. It has a wide variety of articles, but seems to concentrate on "larger" small business. Many of its features are biographical case histories of successful entrepreneurs.

The Information Report. Washington Researchers Publishing; 2612 P Street, N.W.; Washington DC 20007, 202-333-3533. $120.00 per year. Periodical.

This monthly newsletter includes information on recently published books, directories, and reports; services; and workshops and seminars which address a wide range of business interests.

Info World. 375 Cochituate Road; Framingham, MA 01701. $31.00 per year. Periodical.
This magazine is a source for evaluations of new microcomputer software and hardware products. It includes a summary which evaluates leading hardware and software products. Published weekly, with a few seasonal variations.

Journal of Business Strategy. 210 South Street; Boston, MA 02111. $48.00 per year. Periodical.
This bi-monthly publication focuses entirely on strategic planning. It includes a wide variety of articles on that subject, each of which is usually very practically oriented.

Mini-Micro Systems. P.O. Box 5051; Denver, CO 80217. $55.00 per year. Periodical.
This magazine is a technically-oriented publication, with many articles explaining the technical characteristics of various system components. Published monthly, with additional issues three times per year.

Nation's Business. 4940 Nicholson Court; Kensington, MD 20895. $22.00 per year. Periodical.
This monthly is published by the Chamber of Commerce of the United States. Its emphasizes national issues, relations with government and the effects of legislation on business.

NTIS Abstract Newsletters. National Technical Information Service (NTIS). U.S. Department of Commerce; 5285 Port Royal Rd.; Springfield, VA 22161. Annual subscription, $80.00. Newsletter.
This newsletter is published weekly in 27 subject categories. Write for free NTIS PR-205 for descriptions and prices of all 27 weekly newsletters.

Office Administration and Automation. 51 Madison Avenue; New York, NY 10010. $20.00 per year. Periodical.
This monthly magazine, which focuses on issues of office automation, office landscaping and personnel administration, regularly has features on office equipment purchasing, use of computers in offices, and general office management issues.

The Professional Report. 81 Montgomery Street; Scarsdale, NY 10583. $48.00 per year. Periodical.
This information-packed publication carries no ads and usually contains 12 to 14 articles. The articles cover virtually every aspect of small business management. Published monthly.

Savvy. P.O. Box 2495; Boulder, CO 80322. $12.00 per year. Periodical.
Oriented toward women in business, this publication features articles on general management themes. Many of the articles feature case histories of successful businesswomen. Published monthly.

Sales and Marketing Management. 633 Third Avenue; New York, NY 10164-0563. $36.00 per year. Periodical.
This monthly magazine has many features on practical aspects of sales and marketing, including trade shows, sales incentive programs, and marketing strategies. Several market surveys are published each year, as well as some special issues devoted to demographic and market data (extra issues four times a year).

Small Business Report. 203 Calle de Oaks; Monterey, CA 93940. $68.00 per year. Periodical.
The articles in this monthly magazine concentrate on "real" business problems that most smaller firms face. Each is devoted to solving a number of specific issues, such as employee benefits, business planning, advertising, financial analysis, etc. The magazine concentrates on showing how to solve real-world business problems.

Success. P.O. Box 33000; Bergenfield, NH 07621. $9.97 per year. Periodical.

This magazine concentrates on "personal" success issues, and usually has one or more features with quizzes to help you assess your personal effectiveness in such areas as communicating effectively, dealing with stress, and similar issues.

Tech Notes. National Technical Information Service (NTIS). U.S. Department of Commerce; 5285 Port Royal Rd.; Springfield, VA 22161. Annual subscription, $250.00 (includes all topics); individual topics, $50.00 annual; $7.50 per individual copy. Fact Sheet/Technical Notes.

Topics which are currently available include Computers, Physical Sciences, Testing and Instrumentation, Machinery and Tools, and Life Sciences.

Venture. P.O. Box 3206; Harlan, IA 51537. $18.00 per year. Periodical.

This monthly magazine focuses on start-ups of new businesses. It emphasizes new firms which are either high-tech or will be large and potentially successful enough to need financing, such as venture capital.

The Wall Street Journal. Dow Jones & Company; P.O. Box 300; Princeton, NJ 08543. Daily newspaper.

This is the most frequently consulted financial daily in the United States. It provides detailed financial tables, stock listings, business news, general stock market barometers and more.

Working Woman. P.O. Box 10130; Des Moines, IA 50349. $12.00 per year. Periodical.

Oriented toward professional and managerial women, this publication offers articles and advice that are business-oriented.

C. Census Reports and Statistical Publications

Bureau of the Census Catalog. U.S. Department of Commerce, Bureau of the Census. Order from: Publication Sales Distribution Branch; U.S. Department of Commerce; Room 1617D; Washington, DC 20230. Catalog. 362 pp. GPO Stock #003-024-06637-8. $21.00.

This catalog contains census product overview and index, abstracts of all products released in recent years, ordering information and forms, and lists of sources of assistance.

Business Statistics Data Finder. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. $2.50. Book.

This book offers some basic pointers on how to locate various kinds of business data.

Census Catalog & Guide 1988. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington DC 20402; 202-783-3238. GPO Stock #065-024-06785-4. $19.00

Describes all products issued from January 1980 through June 1987. Issues since that time appear in the Monthly Product Announcement.

Census of Housing. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. Illinois: 80 pp. $6.00.

This details how many people live in a certain place, grouped by economic, social, and housing characteristics.

Census of Manufacturing Trade. U.S. Department of Commerce, Bureau of the Census. 1980 Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. Illinois: 104 pp. GPO Stock #003-024-91470-1. $3.00.

This includes city and state surveys organized by major business type -- includes tables based on business volume, number of establishments, payroll and employee size, and other related financial data.

Census of Retail Trade. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. United States: 180 pp. GPO Stock #003-024-91001-2. $5.50. Illinois: 112 pp. GPO Stock #003-024-90964-2. $4.75.

This includes city and state surveys organized by major business type -- includes tables based on business volume, number of establishments, payroll and employee size, and other related financial data.

Census of Service Industries. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. United States: 156 pp. GPO Stock #003-024-91062-4. $5.50. Illinois: 156 pp. GPO Stock #003-02491024-4. $5.50.

This includes city and state surveys organized by major business type -- includes tables based on business volume, number of establishments, payroll and employee size, and other related financial data.

Census of Wholesale Trade. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. United States: 132 pp. GPO Stock #003-024-90902-2. $5.00. Illinois: 88 pp. GPO Stock #003-024-90864-6. $4.75.

This includes city and state surveys organized by major business type -- includes tables based on business volume, number of establishments, payroll and employee size, and other related financial data.

County Business Patterns -- Illinois. U.S. Department of Commerce, Bureau of the Census. 1986. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. 216 pp. GPO Stock #003-024-06724-2. $10.00. $5.50.

This publication shows demographic patterns by county for Illinois and neighboring states.

County Data Books. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. SLS C3.134/2. $36.00.

Published at five-year intervals, these volumes contain detailed information on business activity within each county of the U.S. Data is gathered for years ending in "7" and "2."

Current Industrial Reports -- Manufacturing and Mineral Industries. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402; 301-763-4100.

Thirty-one publications are available, covering all areas of the manufacturing and mineral industries.

Economic Profiles of Illinois Counties. Illinois Department of Commerce and Community Affairs; 620 E. Adams; Springfield, IL 62701. Free. Statistical information.

This lists personal income, population and agricultural statistics, etc., by county.

Highlights of U.S. Export and Import Trade. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington DC 20402. Catalog #C3.164:FT990. $47.00 per year.

This presents general data on U.S. Imports and Exports. It includes a summary of U.S. Trade with the Organization of Petroleum Exporting Countries.

Household Economic Studies. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. Catalog #C3:186:P70. $9.00 per year.

Frequency of publication is usually sporadic.

Housing Starts. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington DC 20402. Catalog #C3.215/2:C20. $13.00 per year.

This provides monthly statistics on new privately owned housing units started in U.S. It also includes all areas of the housing industries.

Housing Vacancies. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington DC 20402. Catalog #C3.215:H111. $1.75 per issue (quarterly), $4.25 (annual summary), $6.00 (annual subscription price for quarterly report).

This publication, published both quarterly and annually, contains data on vacancy rates and characteristics of vacant rental and homeowner housing.

Manufacturing and Trade. U.S. Department of Commerce, Bureau of the Census. Order from: Customer Services Branch; Room 1628, FB3; Bureau of the Census; Washington DC 20233. Free.

This monthly publication covers all areas of manufacturing and trade inventories and sales in the United States. It includes small proprietors as well as corporate giants.

Minority-Owned Business (Special Report). U.S. Department of Commerce, Bureau of the Census. 1972. Order from: Publication Sales Distribution Branch; U.S. Department of Commerce; Room 1617D; Washington, DC 20230. 89 pp. Statistical information.

This is a 1972 economic census of minority-owned businesses.

Monthly Product Announcement. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington DC 20402. Free.

These monthly publications list all Census Bureau products -- primary publications, data files, and microfiche, including ordering information. Each MPA covers products for a thirty-day period.

Monthly Retail Trade -- Advance Monthly Retail Sales. U.S. Department of Commerce, Bureau of the Census. Order from: Customer Services Branch; Room 1628, FB3; Bureau of the Census; Washington DC 20233. Catalog #C3.138/3:BR. $31.00 per year.

This monthly publication covers all areas of retail sales. It includes small businesses as well as large corporations.

Monthly Retail Trade -- Annual Retail Trade. U.S. Department of Commerce, Bureau of the Census. Order from: Customer Services Branch; Room 1628, FB3; Bureau of the Census; Washington DC 20233. Catalog #C3.138/3:BR. $31.00 per year.

This annual publication summarizes the monthly retail trade -- sales and inventory publications. Included are both large and small business entities.

Monthly Retail Trade -- Sales and Inventory. U.S. Department of Commerce, Bureau of the Census. Order from: Customer Services Branch; Room 1628, FB3; Bureau of the Census; Washington DC 20233. Catalog #C3.138/3:BR. $31.00 per year.

This is a monthly publication which covers retail trade in the United States. Included are small proprietors as well as large corporations.

Monthly Wholesale Trade -- Sales and Inventories. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington DC 20402. Catalog #C3.133/2:BW. $5.50 per year.

This covers all areas of wholesale trade in the U.S. The annual issue is included in the December monthly issue.

Population. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. Catalog #C3.186:P20. $47.00 per year.

Four individual publications are available, addressing Population Characteristics, Special Studies, Farm Population and Consumer Income. Frequency of publication varies.

Population Estimates and Projections. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. Catalog #C3.186:P25. $18.00 per year.

This includes monthly estimates of the total U.S. population and annual midyear estimates of the population by race, sex, race, and geographic area.

Statistical Abstract of the United States. U.S. Department of Commerce, Bureau of the Census. Order from Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. $25.00. Book.

Published annually, this volume contains statistics on a wide variety of economic and demographic data.

Survey of Buying Power. Sales Management Inc.; 633 Third Ave.; New York, NY 10017. $25.00. Statistical information.

This categorizes population into eight age groups. The survey is published annually in July.

Survey of Current Business. U.S. Department of Commerce, Bureau of Economic Analysis. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. $18.00 per year. Periodical.

This monthly magazine includes national business statistics on the Business Situation; National Income and Product Accounts Tables; Composite Indexes of Leading, Coincident, and Lagging Indicators; U.S. International Transactions; and Constant-Dollar Inventories, Sales, and Inventory-Sales Ratios for Manufacturing and Trade.

United States Exports -- Schedule E Commodity by Country. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. Catalog #C3.164:FT410. $117.00 per year.

This presents domestic merchandise export data for the total value for Schedule E commodities, of exports valuing 5,000 or more per month.

U.S. General Imports and Imports for Consumption -- Commodity by Country. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. Catalog #C3.164.FT135. $83.00 per year.

This presents general imports, import merchandise for consumption and certain values of commodities for the current month and cumulative year-to-date.

D. **Directories/Encyclopedia**

America's Corporate Families & International Affiliates/The Billion Dollar Industries. Dun & Bradstreet; 99 Church Street; New York, NY 10007. $295.00.

This is a select list of 2,500 U.S. "Ultimate Parent Companies" showing U.S. divisions and subsidiaries for each. Entries include line of business, SIC code, sales volume, number of employees, and CEO name.

Black Enterprise: Leading Black Business Issues. Earl Graves Publishing Company; 295 Madison Avenue; New York, NY 10017. $3.00.

This lists 100 minority owned or controlled businesses with sales greater than $13 million. Entries include name, city/state, year founded, etc.

Business Directory - Lake County. Private Industry Council of Lake County; 307 Washington Street; Waukegan, IL 60085. $20.00.

This covers 12,000 companies in and around Lake County, Illinois. Entries include company name, address, phone number, SIC code, etc.

Business Financing Programs. 1988. Illinois Department of Commerce and Community Affairs; 620 E. Adams; Springfield, IL 62701. 60 pp. Free. Booklet.

This provides information on 51 state and federal loan, grant, and technical assistance programs and services available to Illinois firms.

Business Organizations, Agencies, and Publications Directory. Gale Research Company; Book Tower; Detroit, MI 48226; 800-223-4253 or 313-961-2242. 2,101 pp. $298.00. Directory.

This two-volume reference contains about 24,000 entires on organizations, agencies, and information services that provide information to solve business problems and answer business-related questions. Listings are grouped into five major divisions: National and International Organizations, Government Agencies and Programs, Facilities and Services, Research and Education, and Publications and Information Services. Each entry includes the name and address of the organization or service listed. When available, phone numbers and contact individuals are listed. Many entries have additional information, including year established, membership, staff, facilities, and publications.

Chicago, Cook County and Illinois Industrial Directory. Registry Publications, Ltd.; Box 1127; Northbrook, IL 60062. $95.00 + $3.50 shipping charge.

This directory lists industries located in Chicago and Cook County.

Chicago Regional Purchasing Council -- Affiliated Member Directory. Chicago Regional Purchasing Council; 6 North Michigan Avenue; Suite 1308; Chicago, IL 60602. $37.50.

This directory covers 400 minority owned firms in Illinois and Northern Indiana which offer professional, commercial and industrial products and services.

Commerce Publications Update. U.S. Department of Commerce. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. Annual subscription, $17.00. Pamphlet.

This is a biweekly listing of new titles from the U.S. Department of Commerce and the Bureau of the Census.

The Direct Marketing Market Place. Hilary House; 1033 Channel Drive; Hewlett, NY 11557. Book.

This is a reference and mailing list source to find new businesses, locate service and supply sources, find new advertising agencies, and locate 12,000+ executives and organizations.

Directories in Print. 1989. Gale Research Co.; Book Tower; Detroit, MI 48226. $195.00. Directory.

This annual publication contains annotated listings of all directories currently in print. It is an annotated guide to business and industrial directories, professional and scientific rosters, and other lists and guides of all kinds.

Directory of Federal & State Business Assistance: A Guide for New & Growing Companies. Center for the Utilization of Federal Technology. 1988. National Technical Information Service; U.S. Department of Commerce, 5285 Port Royal Road; Springfield, VA 22161; 703-487-4650. Order #PB88-101977. 170 pp. $29.00 + $3.00 handling charge. Book.

This directory highlights hundred of federal and state contacts that provide assistance to businesses. It includes information on how to get funding for research and development projects; where to get mail lists of overseas buyers; how to get free export assistance; what government agencies offer management consulting; and information about many other valuable services. Over 580 federal and state programs appear, with full contact information.

Directory of Federal Laboratory and Technology Resources, 1988-1989 - A Guide to Services, Facilities, and Expertise. Center for the Utilization of Federal Technology. National Technical Information Service; U.S. Department of Commerce; 5285 Port Royal Road; Springfield, VA 22161. 191 pp. $36.00 + $3.00 handling charge. Book.

This directory offers a convenient government-wide reference tool that an engineer, scientist or decision maker can use to locate U.S. government technology oriented resources. The more than 1,000 resources listed offer a variety of know-how and services.

Directory of Prime Contractors -- DCASR Chicago. Small Business Office; Defense Logistics Agency; U.S. Department of Defense; Box 66475; O'Hare International Airport; Chicago, IL 60606. Free.

This alphabetically indexed directory covers 110 firms that supply products, services, and equipment directly to the federal government offices in Illinois, Wisconsin, and Indiana.

Duns Electronic Yellow Pages. Duns Marketing Service; Dun & Bradstreet Corporation; 49 Old Bloomfield Road; Mountain Lakes, NJ 07046. Computer data base. $60.00 per hour.

This contains information on 7.5 million businesses in several separate databases. Information includes company name, address, phone, country, SIC code, and description of the business.

Encyclopedia Of Associations. Gale Research Company; Book Tower; Detroit, MI 48226.

This is a list of national and international trade associations and professional associations, chambers of commerce, etc.

Encyclopedia of Business Information Sources. Gale Research Company; Book Tower; Detroit, MI 48226. This lists trade associations, source books, magazines, handbooks, organizations, and other informational resources for many industries.

Encyclopedia of Entrepreneurship. Calvin A. Kent, et al. 1982. Prentice-Hall, Inc.; 301 Sylvan Avenue; Englewood Cliffs, NJ 07632. 425 pp.

This summarizes and categorizes the current practices and existing research about the entrepreneur.

Federal Supply Code for Manufacturers (FSCM). Defense Logistics Service Center. Government Printing Office; Washington, DC 20402. $48.00 a year (microfiche only). S/N 008-007-80003-5.

This covers 92,000 companies (primarily manufacturers) that produce or maintain design control for products catalogued by federal government agencies.

Firms in the 8(a) Business Development Program. U.S. Small Business Administration. Government Printing Office; Washington, DC 20402. S/N 045-000-00215-2. $9.00.

This booklet covers 2,000 minority owned and minority controlled businesses which are receiving assistance from the SBA.

First Chicago Guide (A.K.A. "Becker Guide"). Scholl Communications, Inc.; Box 560; Deerfield, IL 60015.

This directory covers more than 250 major publicly held corporations and financial institutions headquartered in Illinois. Entries include the company name, location, product/service line and more.

Franchise Annual Directory. Edward L. Dixon, Jr., Editor. 1988. Info Press; 728 Center Street; P.O. Box 550; Lewiston, NY 14092; 716-754-4669. 276pp. $24.95. Directory.

This directory lists 3,645 franchisors, including U.S., Canadian, and overseas listings. It provides basic information to help a potential franchisee make general comparisons between franchisors, including franchisor name, address, phone number, description of franchise, number of units, franchise fees, total investment required, training available, and financing available. It also includes Federal Trade Commission Rules, advice on how to prepare a disclosure statement, and sample franchise contract clauses.

Gale Directory of Publications. Gale Research Company; Book Tower; Detroit, MI 48226.

This directory, formerly known as the Ayer Directory of Publications, is an annual guide to newspapers, magazines, journals, and related publications.

Greater O'Hare Association of Industry and Commerce Business Directory. Greater O'Hare Association of Industry and Commerce; 20 Libby Boulevard; Elk Grove Village, IL 60007. $25.00 + $2.40 shipping charge.

This directory covers 1,100 member businesses in the O'Hare airport area of Chicago. Classified by line of business and indexed alphabetically.

Harris Illinois Industry Directory. Harris Publishing Company; 2057-2 East Aurora Road; Twinsburg, OH 44087. $99.00.

This directory covers 20,000 manufacturers in Illinois. Entries include company name, address, number of employees, sales volume, SIC code, and product line.

Illinois Manufacturing Directory. Manufacturers News, Inc.; 4 East Huron Street; Chicago, IL 60611. $122.00.

This directory covers 21,070 entries listing company name, address, phone number, key personnel, year established, number employed, SIC, and parent/subsidiary company information.

Illinois Minority Vendors Directory. U.S. Small Business Administration and Illinois Department of Commerce and Community Affairs. Order from the Department of Commerce and Community Affairs; 100 West Randolph; Suite 3-400; Chicago, IL 60601.

This directory covers 900 firms offering professional, commercial and industrial products and services. Entries include company name, address, phone, CEO, product and service line.

Illinois Resource Network (IRN). 912 1/2 West Illinois; Urbana, IL 61801; 1-800-843-6993. $25.00 per search. Information retrieval service.

This is an on-line information retrieval service containing faculty and federal research specialist profiles from twelve universities and four federal research laboratories. Individuals represent virtually every discipline including technology, science, business, etc.

Illinois Services Directory. Manufacturers News, Inc.; 4 East Huron Street; Chicago, IL 60611. $125.00.

This directory contains 24,300 wholesalers, jobbers, contractors, retailers, services, etc. Entries include company name, phone number, address, key personnel, number of employees, services, SIC code, net worth, and parent/subsidiary company.

Illinois Small Business Purchasing Directory. 1988. Illinois Department of Commerce and Community Affairs; 620 E. Adams; Springfield, IL 62701. 15 pp. Free. Booklet.

This publication provides small businesses with information on how to do business with state government agencies, universities and colleges in Illinois, and lists the names and addresses of purchasing agents in these organizations.

International Franchise Association. 1025 Connecticut Avenue; Washington, DC 20036. Book.

The IFA, headquartered in Washington, DC, publishes an annual directory on franchisers which provides data on their operations. It also serves as a reference source for information about franchises.

MacRaes Industrial Directory -- Illinois. Business Research Publications, Inc.; 87 Terminal Drive; Plainview, NY 11803. $110.00 + $4.50 Shipping Charge.

This directory lists 9,500 companies in Illinois. Entries include company name, address, phone, key personnel information, plant size, SIC code, product and service line, sales volume, bank references, import/export firm, etc.

Manufacturers News -- Chicago Geographic Edition. Manufacturers News, Inc.; 4 East Huron Street; Chicago, IL 60611. $59.95.

This booklet lists 6,700 firms within Chicago and the near suburbs. Entries include company name, address, phone, SIC, net worth, number of employees, etc.

Million Dollar Directory. Duns Marketing Services Division; Dun & Bradstreet, Inc.; Three Century Drive; Parsippany, NY 07054.

This directory lists 115,000 U.S. businesses with a net worth greater than $500,000. Lists information such as officers and net worth, line of business, SIC code, sales volume, number of employees, stock market ticket symbol number, etc.

Newsletters in Print. Gale Research Co.; Book Tower; Detroit, MI 48226; 800-223-4253 or 313-961-2242. 1,397 pp. $165.00. Directory.

This contains descriptions, prices, and ordering information for more than 10,000 newsletters. Many of the newsletters contain information specific to particular industries. Some even focus on specific companies. A separate section identifies newsletters that are available for free and another section provides an extensive listing of newsletters that are available on electronic data bases.

OMBE Funded Organizations Directory. U.S. Department of Commerce; Office of Minority Business Enterprise; Washington, DC 20230.

This lists by administrative region and alphabetical index the various business assistance organizations funded by the Office of Minority Enterprise (OMBE).

Regional Industrial Purchasing Guide Series -- Tri-State Area. Thomas Regional Directory Company; Thomas Publishing Company; 330 West 34th Street; New York, NY 10001. Free.

This is a guide to manufacturers of industrial products within various regions of the U.S. Approximately 40,000 firms are listed. Entries include company name, address, phone number, product and service.

Small Business Sourcebook. Gale Research Company; Book Tower; Detroit, MI 48226.

This is a guide to information services and sources including associations, consultants, educational programs, franchisers, government agencies, reference works, statisticians, suppliers, trade shows, and venture capital firms.

Small Disadvantaged Business Directory -- Tri-State Area. Defense Logistics Agency; O'Hare International Airport; Box 66475; Chicago, IL 60666. Free.

This directory covers 200 firms offering professional, commercial and industrial products and services for U.S. Department of Defense (D.o.D.) needs. Geographical area covered includes Indiana, Wisconsin, and Northern Illinois.

Standard Industrial Classification Manual. National Informational Service; 285 Port Royal Road; Springfield, VA 22161. $24.00. Book.

The SIC System classifies establishments by what they do. SIC numbers are used in various other publications.

Standard & Poors Register of Corporations -- Vol. 1. Standard & Poors; 25 Broadway; New York, NY 10004. $398.00 (set of 3 volumes).

This is an alphabetical list of 40,000 companies including officers, line of business, SIC code, sales volume, number of employees, subsidiaries, etc.

Standard & Poors Register of Corporations -- Vol. 2. Standard & Poors; 25 Broadway; New York, NY 10004. $398.00 (set of 3 volumes).

This is a listing of executives and directors with biographical data of each.

Standard & Poors Register of Corporations -- Vol. 3. Standard & Poors; 25 Broadway; New York, NY 10004. $398.00 (set of 3 volumes).

This register includes a listing indexed by SIC, geographical location, companies added for the first time, corporate family indices, obituary section.

Supplier Development Council. National Minority Supplier Development Council (NMSDC); 1412 Broadway, 11th Floor; New York, NY 10018. Computer Data Base.

This data bank contains information on more than 16,000 minority firms nationwide. Information is sorted by geographical location and product/service. Available on-line through NBENET.

Thomas Register of American Manufacturers. Thomas Publishing Company; New York, NY. 17 volumes published annually.

This lists the name of U.S. manufacturers, what they produce, address, branch office, subsidiaries, and asset classification.

K. Trade Associations

Directory of Trade Associations Useful for Architectural Practice. David K. Ballast. 1987. Vance Bibliographies; P.O. Box 229; 112 N. Charter Street; Monticello, IL 61850. 18 pp. $5.00. Book.
This book is a directory of trade and professional associations connected with the architectural profession.

Organizing Business: Trade Associations in America and Japan. Leonard H. Lynn and Timothy J. McKeown. 1988. University Press of America; 4720 Boston Way; Lanham, MD 20706. 214 pp. $19.75. Book.
This book is a compendium of business corporations and associations operating in Japan and the United States.

Role of Trade Associations and Professional Business Societies in America. Joseph F. Bradley. 1965. Pennsylvania State University Press; 215 Wagner Bldg.; University Park, PA 106802. $19.95. Book.
This is a discussion of the position and status of associations and business societies in the business world of today and how they influence business decisions.

Trade Association Activities. Irving S. Paull, et al. 1983. W. S. Hein; Hein Bldg.; 1285 Main St.; Buffalo, NY 14209. 381 pp. $40.00. Book.
This book describes the activities of trade and professional associations.

Trade Associations in Business History. Hiroaki Yamazaki, Editor; 1988. Columbia University Press; 562 W. 113th St.; New York, NY 10025. 320 pp. $42.50. Book.
This book presents a historical perspective of trade associations.

U. S. SMALL BUSINESS ADMINISTRATION RESOURCES

U.S. Small Business Administration (SBA) -- SBA publications may be ordered directly from its distribution center by using the Directory of Business Development Publications (Form 115A). Contact SBA, P.O. Box 1000, Fort Worth, TX 76119, or the nearest SBA district office to receive this free form which lists all of SBA's Business Development publications, along with price and ordering information. Only the order form is available from the address above. Publications may be ordered directly from the address below. Please list the publication number (for example, MP 1, MT 2, PM 3, etc.) when ordering SBA publications.

U.S. Small Business Administration
P.O. Box 30
Denver, Colorado 80201-0030

A. Business Management

The Business Plan for Home-Based Business. 1987. MP 15. $1.00.
This pamphlet provides a step-by-step guide to developing a business plan for a home-based business.

Business Plan for Retailers. 1988. MP 9. $1.00.
This pamphlet provides help in developing a business plan for small retailers.

Business Plan for Small Construction Firms. 1988. MP 5. $1.00.
This pamphlet is designed to help an owner/manager of a small construction company pull together the resources to develop a business plan.

Business Plan for Small Manufacturers. 1988. MP 4. $1.00.
This booklet, designed to help an owner/manager of a small manufacturing firm, covers all the basic information necessary to develop an effective business plan.

Business Plan for Small Service Firms. 1987. MP 11. $0.50.
This pamphlet outlines the key points to be included in the business plan of a small service firm.

Can You Make Money With Your Idea or Invention? 1989. PI 1. $0.50.
This pamphlet is a step-by-step guide which shows how to turn creative ideas into marketable products. It is a resource for entrepreneurs who are attempting to establish themselves in the marketplace.

Developing a Strategic Business Plan. 1989. MP 21. $1.00.
This publication will help you develop a formal, strategic plan of action for your small business. The plan takes advantage of your company's strengths, eliminates or reduces its weaknesses, brings together all the resources of your business, and directs them toward sales growth and profits.

Planning and Goal Setting for Small Business. 1988. MP 6. $0.50.
This pamphlet discusses management by objectives (MBO) from the perspective of a small manufacturing plant owner-manager and how it relates to the process of planning and setting goals.

Problems in Managing a Family Owned Business. 1988. MP 3. $1.00.
This publication discusses many problems that affect the success of a family business and its operations. It also offers suggestions on how to overcome these difficulties and how to manage effectively and profitably.

B. Business Start-Up to Liquidation

Business Continuation Planning. 1989. MP 20. $1.00.
This publication provides an overview of business owner's life insurance needs that typically are not considered until after the death of one of the business's principal owners or shareholders.

Evaluating Franchise Opportunities. 1988. MP 26. $0.50.
This pamphlet discusses several methods of evaluating franchise opportunities and how to chose among them.

Feasibility Checklist for Starting Your Own Business. 1988. MP 13. $1.00.
This pamphlet provides a checklist to determine if a business idea represents a real business opportunity. It can help screen out ideas that are likely to fail before extensive time, money, and effort are invested.

Going into Business. 1988. MP 12. $0.50.
This pamphlet highlights important considerations in reaching the decision to start a business and includes a checklist for going into business.

How to Buy or Sell a Business. 1987. MP 16. $1.00.
This publication discusses several techniques used in determining the best price to buy or sell a business.

Starting a Retail Travel Agency. 1988. MP 27. $1.00.
This discusses how to start your own agency.

C. Legal and Insurance Issues

Curtailing Crime--Inside and Out. 1987. CP 2. $1.00.
This publication discusses positive steps that can be taken to curb crime. They include safeguards against employee dishonesty and ways to control shoplifting.

Introduction to Patents. 1987. PI 2. $0.50.
This pamphlet offers some basic facts about patents to help clarify a business's rights. It discusses the relationships among a business, an inventor and the Patent and Trademark Office to ensure protection of a product and to avoid or win infringement suits.

Reducing Shoplifting Losses. 1987. CP 1. $0.50.
This publication discusses practical advice on how to spot, deter, apprehend, and prosecute shoplifters.

Selecting the Legal Structure for Your Business. 1988. MP 25. $0.50.

This pamphlet discusses the various legal structures that a small business can use in setting up its operations. It briefly identifies the types of legal structures and lists the advantages and disadvantages of each.

Small Business Risk Management Guide. 1988. MP 28. $1.00.

This discusses how to strengthen your insurance program and to secure adequate insurance protection for your company.

D. **Business Financing, Budgeting, and Accounting**

The ABCs of Borrowing. 1989. FM 1. $1.00.

This booklet describes the fundamentals of borrowing: creditworthiness, loan restrictions and limitations, standards that the lender uses to evaluate a loan application, and the loan application itself.

Accounting Services for Small Service Firms. 1988. FM 6. $0.50.

Sample profit/loss statements are used in this pamphlet to illustrate how accounting services can help expose and correct trouble spots in a business's financial records.

Analyze Your Records to Reduce Costs. 1988. FM 7. $0.50.

This publication focuses on cost cutting techniques for increasing cash flow within a business. This helps business owners understand the nature and relationships of certain cost/expense items in analyzing the business's financial position.

Basic Budgets for Profit Planning. 1988. FM 3. $0.50.

This pamphlet provides a simple framework for understanding a comprehensive budgeting system to monitor profits and assess financial operations.

Breakeven Analysis: A Decision Making Tool. 1988. FM 11. $1.00.

This pamphlet illustrates the techniques of breakeven analysis which can be used by the manager-owner to make better decisions concerning sales, profits, and costs.

Budgeting in a Small Service Firm. 1988. FM 8. $0.50.

This pamphlet explains how to set up and keep good financial records and effectively use journals, ledgers, and charts to increase profits.

Recordkeeping in Small Business. 1988. FM 10. $1.00.

This pamphlet gives some basic advice on setting up a recordkeeping system that is simple, reliable, and easy to understand.

Sound Cash Management and Borrowing. 1988. FM 9. $0.50.

This pamphlet gives advice on how to avoid a "cash crisis" through proper use of cash budgets, cash flow projections, and planned borrowing concepts.

Understanding Cash Flow. 1988. FM 4. $1.00.

This publication demonstrates how to properly assess the movements of cash in the business and plan for future cash needs.

A Venture Capital Primer for Small Businesses. 1989. FM 5. $0.50.
This publication describes the proper procedures for developing a proposal to obtain venture capital. It stresses the importance of formal financial planning and targeting the proposal to deal with the various types of venture capital resources available.

E. Marketing, Sales, and Advertising

Advertising. 1989. MT 11. $1.00.
This discusses how you can effectively market your products and services.

Creative Selling: The Competitive Edge. 1988. MT 1. $0.50.
This pamphlet explains to small business owners how to train themselves and their employees in creative selling techniques.

Is the Independent Sales Agent for You? 1988. MT 3. $0.50.
This pamphlet provides guidelines that help the owner/manager of a small company to determine whether or not the firm needs a sales agent, and includes pointers on how to choose an agent.

Marketing Checklist for Small Retail Firms. 1988. MT 4. $1.00.
This checklist is for the owner-manager of a small retail business. The questions cover areas that explain the retail marketing process.

Marketing For Small Business: An Overview. 1988. MT 2. $1.00.
This publication provides an overview of the "marketing" concept and contains an extensive bibliography of sources covering the subject of marketing.

Market Overseas with U.S. Government Help. 1989. MT 10. $1.00.
This pamphlet, prepared in cooperation with several federal agencies, summarizes the export programs available for small businesses involved in international trade.

A Pricing Checklist for Small Retailers. 1988. FM 12. $0.50.
This publication is a checklist for the owner/manager of a small retail business. It asks 52 questions that probe the considerations from markup to pricing strategy that lead to correct pricing decisions.

Pricing Your Products and Services Profitably. 1988. FM 13. $1.00.
This publication discusses how to price your product profitably, the various techniques in pricing, and how and when to use them to your advantage.

Profit Costing and Pricing for Manufacturers. 1988. FM 2. $1.00.
This publication lists current techniques for pricing your products profitably.

Research Your Market. 1989. MT 8. $1.00.
This pamphlet provides an overview of what market research is and how to do it. It introduces inexpensive techniques that small business owners can use to gather facts about their existing and potential customers.

Selling by Mail Order. 1988. MT 9. $1.00.
This pamphlet provides basic information on how to run a successful mail order business. It includes information on product selection, pricing, testing, and writing effective advertisements.

F. Personnel Management

Checklist for Developing a Training Program. 1989. PM 1. $0.50.
This pamphlet is designed to help the owner/manager of a small manufacturing business in setting up an effective employee training program.

Employees: How to Find And Pay Them. 1988. PM 2. $1.00.
This publication describes the various methods small business owners can use to find the right employee for the right job. It also discusses several incentive pay techniques for compensating outstanding employees.

Managing Employee Benefits. 1989. PM 3. $1.00.
This pamphlet describes employee benefits as one part of the total compensation package and discusses proper management of benefits to assure their advantageous use and cost effectiveness.

Quality Child Care Makes Good Business Sense. 1989. MP 29. $2.00.
This discusses the business and academic dimensions of operating a childcare center.

G. Front Office Administration

Effective Business Communications. 1988. MP 1. $0.50.
This publication explains how business communications can play a valuable part in overall business success.

Small Business Decision Making. 1989. MP 19. $1.00.
This publication acquaints small business owners and managers with the wealth of information available on management approaches and techniques to identify, analyze, and solve business problems.

H. Operations

Buying for Retail Stores. 1989. MP 18. $1.00.
This publication discusses trends in retail buying. The reader is provided a bibliography that references a wide variety of private and public sources of information on most aspects of retail buying.

Choosing a Retail Location. 1988. MP 10. $1.00.
This publication discusses retail site selection criteria, such as retail compatibility, zoning, demographic, and traffic analysis. It offers questions the retailer must ask before choosing a store location.

Fixing Production Mistakes. 1988. MP 7. $0.50.
This pamphlet, structured as a checklist, emphasizes the actions that should be taken to fix a production mistake when found, and the introduction of the solution into the existing production system and schedules.

How to Get Started with a Small Business Computer. 1988. MP 14. $1.00.
This pamphlet helps forecast computer needs, evaluate the alternatives, and select the right computer system for a business.

Inventory Management. 1988. MP 22. $0.50.

This pamphlet discusses the purpose of inventory management, types of inventories, recordkeeping, and forecasting inventory levels.

Locating or Relocating your Business. 1988. MP 2. $1.00.

This pamphlet discusses how a company's market, available labor force, transportation and raw materials are affected in selecting a site for its business operations.

Purchasing for Owners of Small Plants. 1988. MP 17. $0.50.

This publication presents an outline of an effective purchasing program. It also includes a comprehensive bibliography section for further research into industrial purchasing.

Should You Lease or Buy Equipment. 1989. MP 8. $0.50.

This pamphlet describes various aspects of the lease/buy decision. It lists advantages and disadvantages of leasing and provides a format for comparing the costs of the two.

A Small Business Guide to Computer Security. 1988. CP 3. $1.00.

This publication provides pointers on how to protect your business's computerized records and information.

Techniques for Problem Solving. 1988. MP 23. $1.00.

This pamphlet instructs the small business person in the key techniques of problem solving and problem identification, as well as how to design and implement a plan to correct these problems.

Techniques for Productivity Improvement. 1988. MP 24. $1.00.

This pamphlet discusses how to increase worker output through motivating "quality of work life" concepts and tailoring benefits to meet the needs of the employees.

BUSINESS MANAGEMENT

A. Management Textbooks

Business Management Handbook. J.K. Lasser. Revised/edited by Bernard Greisman. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 746 pp. Book.

This book features detailed treatments of productive accounting techniques, cost-analysis, marketing, productivity, business operations, budgeting, marketing products and services, developing a legal department, stockholder relations, and more.

Business Principles and Management: 7th ed. 1979. Kenneth E. Everard and Bernard A. Shilt. South-Western Publishing Company; 355 Conde St.; West Chicago, IL 60185. 521 pp. $9.88. Textbook.

This text presents a solid foundation in business management.

The Entrepreneurial Function: Text and Cases on Small Firms. LaRue T. Hosmer, et al. 1977. Prentice-Hall, Inc.; 160 St. Daniel Street; Florissant, MO 63031. 484 pp. Textbook.

This text discusses marketing; operations; financial management; market research; product development; organizational management and control; formation, purchase and expansion of a small company; consolidation of a new company; final outcomes; and careers.

Entrepreneurship: Playing To Win. Gordon B. Baty. 1974. Reston Publishing Co., Inc.; 1480 Sunset Hills Rd.; Reston, VA 22090. 321 pp. Book.

This discusses formation, financing, human relations, marketing and management of small business.

Principles of Small Business Management. William N. MacFarlane. 1977. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. Textbook.

Businesses succeed because they are operated in accordance with sound management practices, the basic principles of which are delineated in this text. This book acquaints prospective small business managers/owners with these basic principles; introduces the tools needed for effective planning, organizing, and controlling; and explains skills needed in analyzing management problems and dealing effectively with them.

Small Business Management. H.N. Broom and Justin B. Longenecker. 1975. South-Western Publishing Co.; 355 Conde St.; West Chicago, IL 60185. 558 pp. Book.

This book discusses managerial functions, relations and practices; initial problems; selling and marketing research; financial and administrative controls; legal and governmental controls; and different types of small business.

Small Business Management. Joseph A. Jeanneau. 1973. Training Research and Development Station; Department of Manpower and Immigration; Prince Albert, Saskatchewan. Includes 4 volumes. Books.

These four volumes cover management process, marketing, finance, accounting, bookkeeping, personnel management, business law, personal finance, business communications, and office procedures.

Small Business Management: A Practical Approach. Paul Harmon. 1979. Van Nostrand Co.; 135 W. 50th St.; New York, NY 10020. 362 pp. $16.95. Book.

This book deals with initial planning, location and the market, borrowing money, personnel management, salesmanship, advertising, accounting records, taxes, and the law.

Small Business Management: Essentials of Entrepreneurship. Lawrence A. Klatt. 1973. Wadsworth Publishing Co., Inc.; Ten Davis Dr.; Belmont, CA 94002. 313 pp. Book.

This provides a framework for those aspects of management that are basic to small business operations while at the same time recognizing the need for individual application to problems unique to certain types of business.

Small Business Management Fundamentals. Dan Steinhoff. 2nd ed. 1978. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. Textbook.

This college-level text offers a straight-forward approach in presenting fundamentals of managing small firms, is organized around planning, financing and financial management, form and structure of the business, and operating and evaluating a small business. Unique to this text are discussions of consumer legislation, business layout, and the usefulness of key-man/woman insurance.

Small Business Management: Parts I and II. Jules Mirel, et al. 1968. University of New York; Bureau of Business; Marketing and Distribution; Albany, NY 12234. 69 pp. and 96 pp., respectively. Books.

Part I discusses personality, financing, bookkeeping, merchandising and selling, advertising, credit, and collection. Part II discusses budgeting, expense control, profit planning, taxation and government regulations, business insurance, employee and public relations, and store location and layout.

Small Business Management: Planning Approach. Larry D. Redinbaugh and Clyde W. Neu. 1980. West Publishing Co.; 50 W. Kellogg Blvd.; P.O. Box 3526; St. Paul, MN 55165. 475 pp. $21.95. Book.

This book discusses planning, market opportunities, financial management, operational planning, and controlling for a small business.

Successful Small Business Management. Forrest M. Frantz. 1978. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. 42 pp.

This publication contains the principles and theories of business and management necessary to establish a sound foundation for successful business operation.

Survival and Growth: Management Strategies for the Small Business. Theodore Cohn and Roy A. Lindberg. 1978. Mentor Books; New American Library; 120 Woodbine Street; Bergenfield, NJ 07621. 235 pp. $2.25. Book.

This is a book for managers in companies with annual sales of less than $25 million who wish to improve the performance of their firms or keep them healthy as they grow. This book gives a specific, detailed description of how to tailor management practices to a company's actual size. The reader will learn how to use assets, identify existing assets, manage time to gain better results, hire qualified managers to help business grow, improve negotiating skills, and strengthen communications.

Topics in Small Business Management. R. Hodgetts and P. Keel. 1980. Kendall/Hunt Publishing Company; 2460 Kerper Blvd.; Dubuque, IA 52001. 570 pp. $29.95. Workbook.

This large, three-hole punched workbook is a resource for understanding fundamentals of small business management. The text includes diagrams, cartoons, charts, short case studies, and self-study questions. Topics in this workbook relate to issues in choosing small business as a career, general management, the communication process, personnel management, leadership, marketing sources of start-up funding, forms of business organization, business letters and reports, market feasibility, pricing, advertising, sales credit, using financial instruments and tools in forecasting, and contracts.

B. **Business Start-Up Manuals**

Achieving Success in Small Business. Minnesota Curriculum Services Center; 3554 White Bear Avenue; White Bear Lake, MN 55110. 500 pp. $18.00. Notebook.

This looseleaf notebook with accompanying audio tapes covers such topics as estimating business potential; determining capital needs; developing sales promotion; improving profits through effective management; improving employee selection, training and supervision; merchandising; etc.

Baumback's Guide to Entrepreneurship. Clifford Baumback. 1981. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. Textbook.

This is a handbook on starting a business. The focus of the text is on the process of new business formation and on the associated trials and risks.

The Entrepreneur Kit. Grand Forks, ND: University of North Dakota, 1986. Center for Innovation and Business Development; Box 8103, University Station; Grand Forks, ND 58202; 701-777-3132. $60 per kit. Instruction Handbook.

This kit, which may be particularly helpful to large scale start-ups which offer a product, includes comprehensive information on writing a business plan; doing market research; naming your business; securing a patent, trademark or copyright; obtaining technical assistance; structuring partnership agreements; and ensuring non-disclosure and non-competition protection.

The Entrepreneur's Manual: Business Start-ups, Spin-offs, and Innovative Management. Richard M. White, Jr. 1977. Chilton Book Company; Chilton Way; Radnor, PA 19089. 419 pp. $16.50. Handbook.

This 18 chapter handbook is coded to meet the diverse needs of different readers. Topics include the concept of the business, hiring the team, venture capital sources, finances, sales, distribution, and case studies.

The Entrepreneur's Master Planning Guide: How to Launch a Successful New Business. John Walsh and Jerry White. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. Book.

This book can serve as an overall guide to check whenever a problem comes up. Its advice is easy to understand; its style is non-intimidating.

Fundamentals of Business. Dennis U. Fisher and Sue H. Jones. 1985. Southern Rural Development Center; Box 5406; Mississippi State University; Mississippi State, MS 39762. 300 pp. $40.00. Notebook.

This looseleaf notebook of management training materials was developed specifically to assist businesses in small towns. It addresses a number of aspects of operating a business and includes 140 slides.

How To Form Your Own Illinois Corporation Before The Inc. Dries! Phillip Williams. P. Gaines Company; P.O. Box 2253; Oak Park, IL 60303. Book.

This covers the basics of incorporating a business.

How to Organize and Operate a Small Business. Clifford Baumback, et al. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. Book.

This book provides an in-depth overview of small business operation and policy, and includes an excellent topical bibliography.

How to Prosper in Your Own Business -- Getting Started and Staying on Course. Brian R. Smith. 1981. The Stephen Green Press; Brattleboro, VT 05301. Textbook.

This guide allows potential entrepreneurs to select chapters of interest or proceed sequentially through the material. Appendices include listings of SBA and U.S. Department of Commerce field offices, a listing of sources of information for specific businesses, a final exam, bibliography, and samples of a partnership agreement and two business plans.

How to Run a Small Business. J.K. Lasser. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. $19.95. Book.

This overview of how to start and run a small business, which concentrates on the financial aspects of the business, has some separate chapters which show how these principles should be applied to specific kinds of businesses.

How to Set Up Your Own Small Business. Max Fallek. 1985. American Institute of Small Business; 7515 Wayzata Boulevard, Suite 201; Minneapolis, MN 55429; 1-800-328-2906 (Outside Minnesota), 612-545-7001. Approximate cost: $195 per set, with substantial discounts when purchasing 25 or more manuals. Modular Unit(s); Instruction Guide; Handbook.

This two volume resource manual, which is designed for those who are in business or want to start a business, includes information on market research, forecasting sales, financing, advertising, accounting, selling, personnel management, pitfalls to avoid, and how to write a business plan. Quizzes and worksheets are included.

How to Start, Finance, and Manage Your Own Small Business. Joseph R. Mancuso. 1978. Prentice-Hall, Inc; Englewood Cliffs, New Jersey 07632. 420 pp. $9.95. Book.

This book provides information about raising capital, preparing an effective business plan, profit disbursement and public stock issue. It includes self-assessment items, actual business plans, commentaries, and a series of practical points of information.

How to Start Your Own Business and Succeed. John M. Hemphill, Jr. and Arthur H. Kuriloff. 1981. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 367 pp. $16.95. Workbook/Course.

Beginners can use this workbook to gain basic skills needed to start and operate a small business successfully. It is a practical step-by-step guidebook that shows how to avoid pitfalls and what positive actions can be taken to improve chances of success.

JA Company Manual. 1979. W. K. Kellogg Foundation; Junior Achievement; Battle Creek, MI. 77 pp. Book.

This manual shows students how to run their own business from capitalization to liquidation.

Managing the Small Business. Donald P. Stegall, et al. 1976. Richard D. Irwin, Inc.; 1818 Ridge Rd.; Homewood, IL 60430. 500 pp. $11.80. Book.

This book discusses sources of aid available to the entrepreneur, the subject of buying and selling a small business, and insurance and risk management problems.

The Small Business Handbook: A Comprehensive Guide to Starting and Running Your Own Business. Irving Burstiner. 1989. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. 333 pp. $16.95. Book.

This book provides an overview of theory on starting and operating a business. Chapter headings include: What It Takes To Succeed, Customer Targeting, Joining The Business Community, Financial Needs, Legislative and Tax Consideration, An Introduction to Business Administration, Leadership in Management, Marketing and Production Management, Price Management, Promotion and Distribution, Financial Management, Improving Results, etc.

Small Business Works: How to Compete and Win in the Free Enterprise System. Eugene L. Gross, et al. 1977. AMACOM; 135 West 50th Street; New York, NY 10020. 166 pp. $14.95. Book.

This publication tells the business person what he or she must know in order to run a business successfully and competitively.

Small Time Operator: How to Start Your Own Small Business, Keep Your Books, Pay Your Taxes, and Stay Out of Trouble. Bernard Kamoroff. 1986. Bell Springs Publishing; P.O. Box 640; Laytonville, CA 95454. 190 pp. $9.95. Book.

This step-by-step guide to starting and operating a small business includes information on getting started in business, bookkeeping, expansion, and taxes. A complete set of ledgers especially designed for small businesses is included.

Starting and Operating a Business in Illinois. Michael D. Jenkins, et al. 1985. Successful Business Library; Oasis Press; 300 North Valley Drive; Grants Pass, OR 97526; 503-479-9464, 1-800-228-2275. $26.95. Instruction Guide; Handbook.

This book is a self-help tool for the business owner, lawyer, or accountant who wants an up-to-date guide to the basic financial, legal and tax ground rules that apply to most businesses operating in the state. Areas covered include: legal forms of business and their advantages and disadvantages; advice for buying a business or franchise; tax authorities; governmental agencies; income tax benefits; sources of information and guidance; laws, taxes, and business conditions in the state; and some of the official government forms, legal notices, and publications needed by many businesses.

Start-Up Basics: AEA Special Report No. 308. Chase Revel. 1980. American Entrepreneurs Association; 2311 Pontius Avenue; Los Angeles, CA 90064; 213-479-3987. 45 pp. $16.95. Book.

This provides step-by-step directions on how to start a new business and make it a success.

Start Your Own Business. Dr. Faye Gold. 1977. New York State Education Department; 131 Livingston Street; Brooklyn, NY 11201. Book.

This discusses small business in the free enterprise system, market research, establishing a business organization, financing a business, buying for resale, operating a retail business and evaluating the business venture.

Steps to Starting a Business. Small Business Reporter. 1984. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-10. $5.00. Pamphlet.

This examines the pros and cons of entrepreneurship, forms of business organization, legal and financial facts, taxes, insurance, marketing, budgeting, and introduction to business money management.

C. Home-Based Business Operations

Homemade Money: The Definitive Guide to Success in a Home Business. Barbara Brabec. 1984. Betterway Publications, Inc.; White Hall, VA 22987. 272 pp. $12.95. Book.

This book is designed to assist current and prospective home-based business persons. A comprehensive approach to home-based business is discussed. The book has a special business section, publications resource directory section, a publishers list, and listings of resources, organizations, other providers of information, marketing connections, and suppliers.

Jobs: How People Create Their Own. William C. Ronco. 1977. Beacon Press; 25 Beacon St.; Boston, MA 02108. 228 pp. $4.95. Book.

This shows how to be your own boss in the crafts, professions, and small business.

Starting a Home-Based Business. Frederick H. Rice. 1985. Small Business Development Center; University of Vermont Extension Service; 44 Laurette Drive; Winooski, VT 05404. 42 pp. Booklet.

This booklet is a straightforward listing of items that should be considered before starting a home-based business, including developing a business plan, financing, bookkeeping, taxes, marketing topics, and more. Numerous sources of assistance and case histories are listed.

D. **Female/Minority Business Texts**

Business Management Training for Rural Women. Marythea Grebner. 1981. Women's Educational Equity Act Publishing Center; Educational Development Center; 55 Chapel Street; Newton, MA 02160. 165 pp. $4.00. Handbook.

This is a handbook for rural women who are currently owners, managers, and bookkeepers for small farms, ranches, orchards, and businesses. It provides basic business principles and specific information which is particularly useful to the targeted audience.

Establishing Your Business: A Handbook For Women. Donna Maurillo Martin. 1980. Resources for Women, Inc.; 104 Walnut Ave.; Suite 212; Santa Cruz, CA 95060. 87 pp. Book.

This business handbook for women discusses marketing, financing, legal structure, regulations, accounting, insurance, etc. for small businesses.

Federal Procurement and Contracting Training Manual for Minority Entrepreneurs. James E. Cravens. 1975. U.S. Department of Commerce; Office of Minority Business Enterprise; Washington, DC 20230. 135 pp. Book.

This training test and reference text for operating personnel of minority-owned businesses serves as an introduction to government contracting.

Guia Information Para Comerciantes. Samuel A. Sakol. American Institute of Certified Public Accountants; 1211 Avenue of the Americas; New York, NY 10036. $6.50. Book.

This Spanish language book outlines the processes for establishing and maintaining a small business. It addresses seven basic procedures ranging from starting the business, through licensing, billing and inventory to a glossary of terminology.

A Guide to the Possibilities and Pitfalls of Starting a Business as a Low Income Parent. Carol Anderson and Karen Lehman. 1984. Hubert H. Humphrey Institute of Public Affairs; University of Minnesota; 909 Social Science Building; Minneapolis, MN 55455. 20 pp. Free. Pamphlet.

This pamphlet was designed for women who are currently receiving Aid for Dependent Children (AFDC) and who have a skill or interest that they want to turn into a full-time or part-time job. Includes information about welfare regulations and business finance and operation, as well as worksheets.

How to Start Your Own Business. Barbara S. McCaslin and Patricia P. McNamara. 1977. California State University; Division of Vocational Education; Los Angeles, CA 90064. Workbook.

This consists of 8 learning activity packages designed to help women entrepreneurs start their own business.

So You Want to be Your Own Boss: Women's Guide to Opening a Small Business. Susan Milby. Florida Economic Development Center; 325 College of Business; Florida State University; Tallahassee, FL 32306-1007. 88 pp. $7.50. Book.

This guide addresses some special concerns and problems that women face in starting a new business. Topics include establishing credit, financing, accounting, marketing, advertising, creating a business plan, taxes, workers' compensation, unemployment compensation, franchising, and financial statements. It also lists resources and network groups.

Su Plan de Negocio. Oregon Small Business Development Center Network; 99 West 10th Avenue, Suite 216; Eugene, OR 97401; 503-726-2250. #827-42284-99. $11.00. Workbook.

Su Plan de Negocio is the Spanish version of Your Business Plan, and was translated to help Hispanic entrepreneurs develop their small business and ensure greater success and profitability.

A Woman's Guide to Starting a Small Business. Mary Lester. 1981. Pilot Books; 347 5th Ave.; New York, NY 10016. 32 pp. $2.50. Booklet.

This discusses low-overhead service businesses, creating and marketing a product, evaluating your potential, and finding business management assistance.

Women's Guide To Starting A Business. Genie Chips and Claudia Jessup. Holt, Rinehart, Winston; 383 Madison Ave.; New York, NY 10017. Book.

This tells the reader how to organize a business and keep it running, as well as how to calculate cost, pick a location, raise money, etc.

Women Working Home: The Home-based Business Guide and Directory, 2nd Ed. Marion Behr and Wendy Lazar. 1983. Women Working Home Press; 41 Hampton Road; Scarsdale, NY 10583. 287 pp. $12.95. Manual.

This manual is specifically geared to the home-based entrepreneur. It presents specific advice on a comprehensive list of business topics. It also includes entrepreneurial profiles of eleven successful home-based businesswomen, an idea list, a bibliography, a state directory and a product/service directory.

E. Planning

Business Plan. Norma Turok. 1987. Cooperative Extension Service; Region 7 Office; 901 West Washington; Benton, IL 62812; 618-439-7263. 65 pp. $2.00 plus postage. Workbook.

This hands-on workbook is designed to be a simple and straightforward guide for collecting and organizing the information necessary for determining the probability of success of a business idea. It can be adapted and used by persons considering a new start-up or those already in business, and can apply to any size business venture.

The Business Plan: A State of the Art Guide. Michael O'Donnell. Center for Innovation and Business Development, University of North Dakota. Order from: Lord Publishing, Inc.; One Apple Hill Road; Natick, MA 01760; 508-651-9955. 250 pp. $30.00. Book. (Also available in video-cassette form for $125.00.)

This is a step-by-step guide to help the entrepreneur set up management, establish company goals, and avoid mistakes. It also is designed to help entrepreneurs understand and achieve financial support from investors. It is targeted for manufacturing ventures with new products, new technology, or a new service with no market history. Audiences who may find it most beneficial are entrepreneurs; intrapreneurs, or the corporate entrepreneur; academia; and business professionals, including accountants, attorneys, bankers, and consultants.

Business Planning Guide. D. Bangs. 1987. Upstart Publishing Company, Inc.; Portsmouth, NH 03801. 147 pp. $29.95. Workbook.

This workbook, which may be used by new businesses as well as those already in business, assists in the development of a working business plan tailored to the individual needs and circumstances of a new venture. The workbook provides information on: describing the market, competition, business location, employees, the application and expected effect of a loan or investment, instructions for using financial records and statements, instructions for developing a financing proposal, and suggestions for supporting documents. Examples from an actual business plan are included.

Business Planning Guide. Dottie Roberts. 1984. Florida Economic Development Center; 325 College of Business; Florida State University; Tallahassee, FL 32306-1007. 101 pp. $7.50. Book.

This manual explains the information and data needed for a well-documented business plan. Sample worksheets include business description, market and competition analysis, marketing plan, management plan, balance sheets, pro forma income and cash flow statements, and break-even analysis.

How To Develop a Successful Business Plan. Entrepreneur Magazine. 1980. Chase Revel, Inc.; Los Angeles, CA. 66 pp. $16.95. Periodical Article.

This is designed to help entrepreneurs define their ideas a little more closely about how to write or prepare and use a business plan for their unique business.

"How to Implement Strategic Plans." Journal of Business Strategy, Winter 1984, page 92. Periodical Article.

This article focuses on the basic principles necessary to successfully implement a strategic plan.

"How to Write an Effective Business Plan, Whether You're Just Starting or Established." Professional Report, September 1983, page 3. Periodical Article.

This is fairly detailed overview of one method of organizing and completing a strategic business plan. It covers all the major steps involved in planning, concentrating on financial projections and other financial information.

Making Managerial Planning More Effective. Louis Allen. McGraw-Hill; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. $27.50. Book.

This book includes a thorough discussion of planning with lots of details on how to implement the planning process.

No-Nonsense Planning. Richard S. Sloma. Free Press; 866 Third Avenue; New York, NY 10022. $14.95. Pamphlet.

This pamphlet takes a simple stepwise approach to planning that is especially helpful to novice planners.

Planning for Non-Planners. Darryl Ellis and Peter Pekar. American Management Association; 135 West 50th; New York, NY 10020. $12.95. Book.

Although short, this book is a practical guide for beginning planners.

"Pre-Emptive Strategies." Journal of Business Strategy, Fall 1983, page 16. Periodical Article. The most effective strategy is often one which upsets the industry balance (especially if your firm isn't on top) and creates a sudden advantage over the competition. This article shows the conditions that must exist in order to make such a move, and how to design and implement such a strategy.

Strategic Planning: What Every Manager Must Know. George A. Steiner. Free Press; 866 Third Avenue; New York, NY 10022. $19.95. Book.

This lengthy and detailed book shows all of the steps involved in strategic planning.

"The Strategy Audit." Journal of Business Strategy, Winter 1984, page 87. Periodical Article.

This shows ways to measure a company's "strategic performance," and to determine areas in which planning hasn't worked as well as it might.

What Should Your Business Plan Contain? Beacon Films; 1250 Washington Street; P.O. Box 575; Norwood, MA 02062; 617-762-0611. $149.00. Videotape.

This film is a companion to The Beacon Film, "Do You Need A Business Plan?".

Your Business Plan. Second edition, expanded. Oregon Small Business Development Center Network; 99 West 10th Avenue, Suite 216; Eugene, OR 97401; 503-726-2250. #827-42280-99. $16.00. Workbook.

This workbook is written for the small business owner or manager who has never prepared a working business plan. It helps clarify the goals, objectives and strategies necessary to run a successful small business. Business principals and practices are discussed, and step by step instructions will guide the small business manager in the preparation of an actual business plan.

Your International Business Plan. Oregon Small Business Development Center Network; 99 West 10th Avenue, Suite 216; Eugene, OR 97401; 503-726-2250. #827-42285-99. $11.00. Workbook.

This workbook provides a method that small business owners can use to expand a business into international markets. It helps managers evaluate the potential for success in other markets, and serves as a tool to help prepare an organized plan to reach untapped markets.

F. Entrepreneurs

Be Your Own Boss: Introducing Entrepreneurship. Edgar A. Persons. 1982. American Vocational Association; 2020 N. 14th St.; Arlington, VA 22201. 23 pp. Professional Development Series No. 5. $5.00. Booklet.

This discusses where the small business and industry entrepreneurs come from and where they get their training.

Business Management and Owner Skills. John T. Rooke. 1980. Norwich Regional Vocational Technical School; 590 New London Turnpike; Norwich, CT 06360. 24 pp. Book.

This booklet provides a broad explanation of how business functions, and what attitudes are necessary to succeed on the job.

New Venture Strategies. Karl H. Vesper. 1980. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. Complete Textbook.

Eleven types of entrepreneurs are described, ranging from the self-employed individual to conglomerators. The text examines alternative kinds of ventures, how to discover them and -- once discovered -- how to find lines of entry.

Self-Employment as a Career Option. Thomas J. Scanlan. 1979. University of Illinois; Urbana-Champaign, IL 61820. 206 pp. Book.

This is a study of Holland's and Levenson's Theories on entrepreneurship which examines the independent entrepreneur from the perspective of career development theory.

Small Business Success. Pacific Bell Directory; One Rincon Center; Communications Department - CWS; 101 Spear Street, Room 429; San Francisco, CA 94105; 1-800-848-8000. Annual magazine.

This small business handbook is presented in a magazine format. It provides information on how to determine if entrepreneurship is right for you, advice and ideas for small business success, and a resource directory for further information.

Up Your Own Organization. Donald M. Dible. Entrepreneur Press; 2422 Astoria Circle; Fairfield, CA 94535. $10.00. Book.

This is a classic guide to entrepreneuring which includes sections to allow a prospective entrepreneur to check his/her own motivations and qualifications, as well as detailed information on preparing a business plan and locating various money resources.

You, Inc.: A Detailed Escape Route to Being Your Own Boss. Peter Weaver. 1973. Doubleday and Co., Inc.; 501 Franklin Ave.; Garden City, NY 11530. 301 pp. Book.

This discusses how to change your life by becoming your own boss.

Your Future in Your Own Business. Elmer L. Winter. 1971. ARCO Publishing Co., Inc.; 219 Park Avenue South; New York, NY 10003. 188 pp. Book.

This discusses the skills, education, or training required for going into business, as well as the opportunities, the disadvantages, personal satisfactions, and earnings.

G. Case Studies

"The Age of the Entrepreneur: Your World Will Never Be the Same." INC., April 1984, page 61. Periodical Article.

This lengthy set of articles and case histories, dealing with the recent explosion in entrepreneurship, explains many of the reasons why people would want to start a business of their own. Case histories and personal profiles of some entrepreneurs are included.

The Entrepreneurs. Robert L. Shook. 1981. Harper & Row; Keystone Industrial Park, Scranton, PA 18512. 175 pp. $3.95. Book.

This book includes twelve success stories, and practical information about commitment, creativity, perseverance and hard work in assuming the risks, organization and management of a new venture.

Minority Ownership of Small Businesses: Thirty Case Studies. Bureau of Adult, Vocational and Technical Education. 1972. Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. 95 pp. Book.

This presents accounts of 30 minority individuals who started their own business ventures.

Self-Made: Braving an Independent Career in a Corporate Age. John Stickney. G.P. Putnam & Sons; 200 Madison Ave.; New York, NY 10016. 222 pp. $10.95. Book.

This book contains entrepreneurial success stories. These "real stories" explore the significance and prove the feasibility of combining a small business career, family and individual goals.

Small Business Management: A Casebook. W. Arnold Hosmer, et al. 1966. Richard D. Irwin, Inc.; 1818 Ridge Rd.; Homewood, IL 60430. 605 pp. $13.95. Book.

This book provides individual cases for the study of the opportunities, problems, and achievements of administration in small enterprise.

BUSINESS START-UP TO LIQUIDATION

A. Industry-Specific Titles

Are Motels For You? Van R. Scoggin, et al. 1977. National Motel Brokers; P.O. Box 5446, 3-37th Ave.; San Mateo, CA 94402. 61 pp. Book.

This includes general information about buying motels, motel records, motel values, motel operation and motels of the future.

Balloon Vending: AEA Business Manual No. 3. 1979. American Entrepreneurs Association; 2311 Pontius Ave.; Los Angeles, CA 90064. 65 pp. $19.50. Book.

This provides all the start-up information needed for the balloon vending business.

Designing and Care of Flowers and Foliage: Book 2. Tressa S. Stratman. 1976. Ohio State University; 1960 Kenny Rd.; Columbus, OH 43210. 83 pp. Book.

This includes information about the design and care of flowers and foliage.

"Designing Services That Deliver." Harvard Business Review, February 1984, page 133. Periodical Article.

This model for new service firms shows how they can use a general procedure to analyze their proposed operation.

Getting Started in the Recreation and Tourism Business. University of Tennessee-Knoxville; Cumberland Avenue; Knoxville, TN 37996. 4 pp. Free. Pamphlet.

This brief publication outlines some things that should be considered before beginning any outdoor recreation or tourism business. A list of "ingredients for success" in the recreation and tourism business is offered.

How To Get Into the Business of Photography. Victor Kelley. 1981. ETC Publications; 700 E. Vereda del Sur; Palm Springs, CA 92262. 124 pp. $9.95. Book.

This provides the necessary information and guidance to be self-employed in photography.

How To Open Your Own Travel Agency. Norman Bowers. 1974. Trav-L Publications; 2698 Waverly St.; Palo Alto, CA 94306. 38 pp. Booklet.

This informs the small business entrepreneur about the aspects of owning a travel agency.

How to Set Up a Business Office: The Complete Guide to Locating, Outfitting, and Staffing. Norma Morris. 1981. Enterprise Publishing, Inc.; 725 Market Street; Wilmington, DE 19801. 150 pp. $14.95. Workbook/Course.

This manual on setting up a business office includes many suggestions for opening a new office or expanding a present one. Specific topics include: costing specific figures, leasing, locations, floor plans, furniture, security, hiring practices, locating employees, interviewing, buying supplies, business services, writing help-wanted ads, sources of services, employee guidelines, and effectively using a secretary. The manual includes a variety of forms designed for duplication, such as employment applications, time sheets, checklists, typing tests, memos, purchase orders, etc.

How To Start and Run a Successful Home Typing Business. Peggy Glenn. 1980. Pigi Publishing; 924 Main St.; Huntington Beach, CA 92648. 105 pp. $14.95. Book.

This contains the information necessary to develop a satisfying and profitable typing business at home.

Maid Service. American Entrepreneurs Association; 2311 Pontius Ave.; Los Angeles, CA 90064. 67 pp. Book.

This provides start-up information needed to begin a maid service.

Managing Small Resorts for Profit. Gary Ballman and Larry Simonson. 1985. University of Minnesota; Agricultural Extension Service; North Central Exp. Station; Grand Rapids, MI 55744. 143 pp. $12.00 plus postage. Notebook.

This looseleaf notebook suggests improvements for marketing and financial management for small resorts. It includes information on the marketing planning process, tourism brochures, advertising, financial management, and first-time purchase of a small resort.

Opening Your Own Retail Store. Lyn Taetzsch. 1977. Contemporary Books Inc.; 180 North Michigan Avenue; Chicago, IL 60601. 204 pp. $6.95.

This publication assists with choosing a location, buying fixtures, purchasing stock, planning an advertising campaign, setting up a bookkeeping system, hiring employees, and applying for a loan.

Retail Floriculture. Tressa S. Stratman. 1976. Ohio State University; Columbus, OH 43210. 2 volumes. Books.

This includes sales, service, promotion, designing, and care of flowers and foliage.

Run Your Own Store. Irving Burstine. Prentice-Hall; Englewood Cliffs, NJ 07362. $13.95, softcover. Book.

This book (written for an intermediate level of business expertise) focuses completely on retail operations, showing statistics, sample procedures, and typical problems involved in a retail store.

Sale, Service and Promotion: Book I Retail Floriculture. Tressa S. Stratman. 1976. Ohio State University; Columbus, OH 43210. 83 pp. Book.

This includes information about sales, service, and promotion of retail floriculture sales.

Small Business Management: Planning and Operation. William D. Hailes, Jr. and Raymond T. Hubbard. 1977 (ISBN 0-442-23030-6). Van Nostrand Reinhold Company; 450 West 33rd Street; New York, NY 10001. Complete Text book.

This text focuses on opportunities in the free enterprise system in seven kinds of small businesses: Production, distribution, Retailing, Personal Services, Professional Services, Financial and Public Utilities.

Starting and Operating a Playgroup for Profit. Susan Chidakel. 1976. Pilot Books; 347 Fifth Avenue; New York, NY 10016. 47 pp. $2.95. Book.

This guide covers how to organize a playgroup, licensing, recordkeeping, advertising, and dealing with parents.

Start-Up Manuals from Entrepreneur Magazine. American Entrepreneurs Association; 2392 Morse Ave.; Irvine, CA 92714-6234. Book.

Entrepreneur magazine offers a series of start-up manuals for a wide range of businesses. The prices of these manuals range from $12.50 to $75.00, and they cover both conventional and "novelty" businesses. Most of the manuals include specific tips that apply to that type of business, as well as sample pro-forma forecasts.

Tune-Up Shop. 1979. American Entrepreneurs Association; 2311 Pontius Ave.; Los Angeles, CA 90064. AEA Business Manual No. 9. 65 pp. Book.

This discusses information needed for starting a tune-up shop.

B. Buying or Selling a Business

The Arthur Young Management Guide to Mergers and Acquisitions. John Wiley & Sons; 605 Third Avenue; New York, NY 10158-0012; 201-469-4400. 250 pp. $29.95. Book.

This offers practical ideas and guidance on legal, tax, securities, banking, and insurance aspects of mergers and acquisitions. The text is designed to help executives determine appropriate industries and evaluate acquisition candidates, draft a purchase agreement, avoid antitrust problems, deal with both friendly and unfriendly takeovers, and manage the reorganization process.

Buyerism: How to Buy a Franchise or a Small Business. 1970. [redacted]/Information Services, Inc.; Box 3660; Rochester, NY 14609. 160 pp. Book.

This pubication provides guidance in buying a franchise or small business.

How To Buy and Sell a Business or Franchise. Small Business Reporter. 1987. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-102. $5.00. Pamphlet.

This describes how to find the right private business or franchise to buy and how to judge the health and value of a business or franchise prospect.

Merger, Buyout & Acquisition Catalog. Business Publications, Inc.; 8505 Commerce Avenue; San Diego, CA 92121-2610; 800-523-7543. 46. pp. No charge. Catalog.

This describes dozens of texts, directories, periodicals, computer software, and videocassettes from a variety of publishers. Many of the references and aids are of interest even to information professionals not directly involved in assessing merger, buyout, or acquisition candidates.

New Business Ventures and the Entrepreneur. Patrick R. Liles. 1974. Richard D. Irwin, Inc.; 1818 Ridge Rd.; Homewood, IL 60430. 517 pp. Book.

The primary emphasis of this book is on searching for venture opportunities: evaluating the potential and long-term viability of a venture, evaluating sources of financing, financing/purchase of a company, negotiations and managing operations.

Orchestrating versus Observing Your Own Takeover". Journal of Business Strategy, Fall 1983, page 87. Periodical Article.

This explanation of many of the basic factors involved in business takeovers shows how to determine if your company is a potential takeover target, and what to do if it is.

"The Right to Buy or Sell Any Business." The Business Owner, April 1984, page 10. Periodical Article.

This article, which focuses on the negotiation techniques used in selling a business, gives some tips that can apply to both the buyer and the seller, and also includes advice on how to use outside advisors during the negotiation process.

"When It's Better to Buy." Venture, June 1984, page 74. Periodical Article.
In many cases, it may be wiser to buy an existing business than to start a new one. This article shows examples of both ways, contrasting the pros and cons.

C. Business Valuation

Business Valuation Handbook. Desmond and Kelley. Valuation Press, Inc.; 131-60 Mindanao Way, Suite 270; Marina Del Rey, CA 90292. $42.50. Book.
This is a practical handbook showing the various methods of valuation, with examples to illustrate such areas as valuation of intangibles and valuing minority stock.

Evaluating a Business. Beacon Films; 1250 Washington Street; P.O. Box 575; Norwood, MA 02062. $149.00. Videotape.
This covers how to correctly evaluate a business, and what to look for, and how to correctly determine its potential.

"Seven Ways to Value Your Business." The Business Owner, October 1983, page 4. Periodical Article.
These step-by-step examples show seven methods that a business owner can use to determine the value of a business.

Valuing a Business: The Analysis and Appraisal of Closely Held Companies. Shannon Pratt. Dow-Jones Irwin; 1824 Ridge Road; Homewood, IL 60430. $45.00. Book.
This is a comprehensive guide to all the ins and outs of setting a value on a closely held company.

When You Buy or Sell a Company (How to Price, How to Negotiate). Center for Business Information; P.O. Box 2404; Meriden, CT 08450. $85.00.
When you're preparing to acquire or dispose of a company, determining the right price and terms is complex. This gives step-by-step instructions on analyzing the objective and subjective data to arrive at a profitable transaction.

D. Owner Succession

Beyond Survival. Leon Danco. University Press; P.O. Box 24197; Cleveland, OH 44124. $12.50. Book.
This book addresses the problems involved in family owned businesses. The author applies his years of work with family businesses to show some practical ways to solve many succession problems.

"Employee Ownership: ESOPs." 1989. Illinois Department of Commerce and Community Affairs; 620 East Adams; Springfield, IL 62701. Free. Booklet.
This booklet examines the benefits of an employee owned company, how to determine its feasibility, how to set up the company, and resources for financing.

"Employee Stock Ownership Plans." Small Business Report, April/May 1984, page 57. Periodical Article.
This two-part series explains how ESOPs work and how to implement them.

"Family Feuds." Venture, November 1984, page 37. Periodical Article.
This article includes recommendations on how to draw up provisions for a family member acquiring ownership of a company.

"Going Public: Making the Decision." INC., December 1983, page 25. Periodical Article.
This is a basic analysis of all the factors involved in a decision to take a company public. It examines reasons for going public, deciding on the timing of an offering, and choosing the right firms to assist you.

Inside the Family Business. Leon Danco. University Press; P.O. Box 24197; Cleveland, OH 44124. $17.50. Book.
This book addresses the problems involved in family owned businesses. The author applies his years of work with family businesses to show some practical ways to solve many succession problems.

"Legal Brief: Going Public." Small Business Report, April 1984, page 14. Periodical Article.
This is a one-page summary of the benefits, pitfalls, and recommended steps involved in taking a company public.

Management Transitions. Small Business Reporter. 1987. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-107. $5.00. Pamphlet.
This examines the impact of management departures on smaller businesses, discusses how to protect your company and family with a solid succession plan, and explores ways to develop a successor or management team.

E. Turnaround and Bankruptcy

Bankruptcy: A Concise Guide for Creditors and Debtors. Richard Herzog. ARCO Publishing; 215 Park Avenue South; New York, NY 10003. $9.95. Book.
This is a thorough guide to bankruptcy, including many forms and practical explanations of how a filing is accomplished. It explains the rights of both sides involved.

Business Failure Record. Business & Economics Dept; Dun & Bradstreet, Inc.; 99 Church Street; New York, NY 10007. Statistical information.
This provides a statistical record of business failures by major business activity and types of businesses. Data is two full years behind.

Corporate Turnaround. Donald Bibeault. McGraw-Hill; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. $24.95. Book.
This book covers reasons for the decline of a business, as well as practical and specific recommendations on how to effect a turnaround. It includes many pointers on leadership techniques necessary during this difficult period to keep up employee morale.

"Management by Bankruptcy." Fortune, October 31, 1983, page 69. Periodical Article.
This is an examination of some of the creative ways that companies are taking advantage of the bankruptcy codes.

"Turnaround Specialists." InfoWorld, November 19, 1984, page 51. Periodical Article.
This article profiles two leading turnaround specialists, both of whom concentrate on firms in the computer industry. It explains the ways in which these experts analyze a troubled company to determine the priorities of action.

V. Franchising

The Complete Franchise Book. Dennis L. Foster. 1988. Prima Publishing and Communications; P.O. Box 1260DF; Rocklin, CA 95677. Book.

This book discusses the psycological bonds between franchisee and franchisor and explores the myriad subtle relationships that underlie a successful association. This book is written in a whimsical, anecdotal fashion.

"Dear Diary: I'm Now a Franchisee." Ripley Hotsh. Nation's Business, November 1985. pp.53-60. Periodical Article.

This article looks at franchise development from the perspective of a diary account, detailing the entire franchise operation from conception through the first few weeks of operation.

"Foreign Markets Open for Franchisors." William B. Cherkasky. Nation's Restaurant News, Vol. 19, August 1985, p.11. Periodical Article.

This is a brief look at opportunities in the food industry to expand into foreign markets.

"The Franchisee and the Franchise Relationship." Lewis Rudnick and Norman Alexrad. Franchising: A Planning and Sales Plan Guide. 1987. Commerce Clearinghouse, Inc.; 4025 West Peterson; Chicago, IL 60644. 1987. pp.39-50. Article.

This detailed article explores the sometime smooth, sometime rocky relationship between the franchisee and the parent franchise company.

"Franchise Evaluation Checklist." The Franchise Handbook, No. 3, 1986. p. ix. Periodical Article.

This article presents a concise, detailed checklist for the potential franchisee to consider.

"The Franchise 100: The Most Profitable Franchises in America for the Franchisee." Venture, September 1985, pp.40-46. Periodical Article.

This article lists the 1985 "Venture 100" franchisees and a brief description of selected success stories.

Franchise Opportunities Handbook. Andrew Kostecka. 1987. U.S. Department of Commerce; Office of Minority Business Enterprise; Washington, DC 20230. 324 pp. $6.50. Book.

This handbook, which is updated biannually, contains an index of franchising participants who do not discriminate on the basis of race, color or national origin in the availability, terms, or conditions of their franchises.

Franchise Opportunities Handbook. Superintendent of Documents; U.S. Government Printing Office; Department 36-V; Washington, DC 20402-9325; 202-783-3238. 294 pp. Stock #003-009-00528-1. $16.00. Book.

This provides information on specific franchisers, summarizing the terms, requirements, and conditions under which each franchise is available. It includes suggestions and checklists to aid and protect investors, leads to other information sources, and lists of government and private groups that assist entrepreneurs.

The Franchise Option. Henward DeBands and William Ginalski. 1986. International Franchise Association; 1350 New York Avenue, N.W.; Suite 900; Washington, DC 20005-4709. 236 pp. Book.

This book is about how to expand your business through franchising. The focus is toward the franchisor.

"Franchise Prototypes." Venture, January 1984, page 38. Periodical Article.

This article shows how franchisers use "prototype" operations to attract future investors, and outlines some of the problems that have been caused by this approach, where the prototype might not be typical of franchise operation.

Franchising. Robert Justis and Richard Judd. 1989. South-Western Publishing Company; 5101 Madison Rd.; Cincinnati, OH 45227. $24.95. Textbook.

This book addresses the franchisor-franchisee relationship as well as the stages of a franchised business life-cycle, including: nature of franchising, franchising and the law, developing a franchised business, operating a franchised business, qualifications a franchisor seeks, franchise opportunities and management/marketing skills expected from franchisees.

Franchising. William L. Wiley. Book. Kenneth L. Siegel Publishing; 19973 Venture Blvd.; Woodland Hills, CA 91364. Book.

This is an introduction to franchising--choosing a location, managing, promoting, etc.

Franchising in the Economy. 1988. U.S. Department of Commerce, Bureau of the Census. Order from: Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. Statistical information.

This gives statistics on franchises in the United States. It is updated annually.

"Franchising 101." Robert Justis and Richard Judd. Entrepreneur's Guide to Franchise and Business Opportunities, October 1988. pp.93-100. Article.

This article introduces the potential franchisee to the world of franchising in a real-life scenario.

"Franchising an Established Business." Donald Weinrauch. Journal of Small Business Management, July 1986, pp.1-6. Periodical Article.

This article discusses the problems encountered in franchising an established business. It discusses and debunks various myths about franchising and presents a frank discussion about each.

"Franchising: The Strings Attached to Being Your Own Boss." Changing Times. September 1984, pp.69-74. Periodical Article.

This article takes a look at the down-side of franchising -- the "necessary evils" of ownership -- and offers ideas on coping.

How Do You Buy A Franchise? Beacon Films; 1250 Washington Street; P.O. Box 575; Norwood, MA 02062. $149.00. Videotape.

This videotape defines and explains the basic aspects of franchise operations.

How to Buy and Sell a Business or Franchise. Small Business Reporter. 1987. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-102. $5.00. Pamphlet.

This describes how to find the right private business or franchise to buy and how to judge the health and value of a business or franchise prospect.

"How Mac Made It Big." Phillip Gibbs. Marketing, March 1987, page 39. Periodical Article.

This article tells how McDonald's rose to the success that it enjoys today.

"Master Franchising." Robert Justis and Richard Judd. Journal of Small Business Management, July 1986, pp.16-21. Periodical Article.

This article discusses the advantages, disadvantages, responsibility, financing, expectations, controls and applications of the process known as "Master Franchising."

"Who is the Ideal Franchisee?" Gayle Sato. Entrepreneur's Franchise Yearbook, Vol. 2 1987/1988. pp.14-21. Article.

This article looks at franchising from a new perspective -- that of the franchisor. It compares the personality traits among several successful franchisees and tries to define the common factors in all of them.

LEGAL AND INSURANCE ISSUES

A. General Legal Information

"Annual Legal Checkups." Small Business Report, August 1984, page 14. Periodical Article.

This one-page summary includes a recommended checklist of items to cover in a company's annual "checkup" with its law firm, and shows how to plan for this checkup.

The Complete Legal Guide For Your Small Business. Paul Adams. 1982. John Wiley & Sons, Inc.; Eastern Distribution Center; #1 Wiley Drive; Somerset, NJ 08873. Book.

This book, which includes practical guidance for small business managers in preparing legal agreements for ordinary commercial transactions, is specific, pragmatic and permits self-help which can substantially reduce attorney fees. It includes examples for drafting documents such as consulting agreements, sales representative/distribution arrangements, purchase orders, sales orders, licenses, and marketing agreements.

"The Courts Add a New Threat to Business." INC., June 1984, page 35. Periodical Article.

Recent court decisions have held that businesses are liable for a wide variety of incidents over which they may have no direct responsibility. This brief summary shows that the best defense for a business is to be able to show that it did all it could to prevent such incidents.

Getting the Law to Work to Your Advantage in Your Business. Oregon Small Business Development Center Network; 1059 Willamette; Eugene, OR 97401. $50.00 each or $200.00 for complete set of five. Videotapes.

Tapes in the series are: "How to Collect on Bad Checks and Bad Debts," "Your Legal Rights in Case of an IRS Audit," "What To Do When Your Customer Files a Bankruptcy Petition," "Advantages and Disadvantages of Hiring Family Members," and "Ways to Hire Independent Contractors and Cut Employee Taxes."

"How To Cut Legal Bills." Forbes, April 9, 1984, page 83. Periodical Article.

These practical pointers address how to negotiate with your law firm to obtain discounts and, at the same time, better legal service. Also covered are how to improve control over expenses and how to decide if an in-house attorney would be more cost-effective.

How to Form Your Own Corporation Without A Lawyer for Under $50.00. Ted Nicholas. 1981. Enterprise Publishing, Inc; 725 Market Street; Wilmington, DE 19801. 72 pp. $5.95. Book.

This manual, which discusses the most economical way to incorporate, is designed to help the reader save money on legal fees. Forms for minutes, by-laws, and the Certificate on Incorporation are included. Topics include: how to incorporate with zero capital, personal tax benefits of incorporating, why lawyers charge big fees for incorporating, how to legally incorporate without hiring a lawyer, Sub Chapter S corporations, how a professional can benefit from incorporation, and other specifically related areas.

How to Keep Your Company Out of Court: The Practical Legal Guide for Growing Businesses. Paul A. Allen, Editor. Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. $22.50. Book.

This is a collection of practical pointers on how to avoid some of the most common pitfalls that confront smaller firms.

"How to Protect Yourself on Contracts." The Business Owner, January 1984, page 17. Periodical Article.

This short article gives ten tips to follow when negotiating a contract. The guidelines are general, but could be very useful as a review before signing, or as a guide for a businessperson who is inexperienced in contracts.

The Laws of Business: A Guide for Business Owners and Managers. TPR Publishing Company; 81 Montgomery Street; Scarsdale, NY 10583. $19.95. Book.

This comprehensive book includes 22 chapters on legal issues that confront owners and managers of smaller businesses.

Legal Handbook for Small Business. Marc Lane. American Management Association; 135 West 50th; New York, NY 10020. 174 pp. $14.95. Book.

This book goes beyond strict legal terminology, is based on common sense, and is free of legal jargon. Topics include: getting into business, structuring the enterprise, tallying the profits, selling the wares, giving credit listing to professionals, protecting oneself, relating to the rank and file, and handling the executive team. An index is included.

Records Retention Timetables. Electric Wastebasket Corporation; 145 W. 45th Street; New York, NY 10036. Pamphlet.

This brief pamphlet shows the legal and governmental requirements which govern the minimum amount of time necessary to retain various records.

B. Patents, Trademarks, and Copyrights

General Information Concerning Patents. Patent and Trademark Office; U.S. Department of Commerce; Washington DC 20231. Pamphlet.

This supplies general information about patents and the operations of the Patent and Trademark office.

Handbook For Inventors. Calvin D. MacCraken. Scribner; 115 Fifth Avenue; New York, NY 10003. Book.

This details how to protect, patent, finance, develop, manufacture, and market your ideas.

Ideas Into Dollars. U.S. Small Business Administration; 1441 L Street, N.W.; Room 602; Washington, DC 20416. Pamphlet.

This provides inventors with information on the variety of government and private organizations, programs, and publications dealing with invention and innovation.

"Protecting Trade Secrets." Small Business Report, May 1984, page 14. Periodical Article.

This one-page summary describes the basic steps that companies can take to protect their trade secrets, patents, copyrights, etc. It points out that many information leaks originate within the company and shows some easy ways to minimize their damage.

C. Risk Management

Corporate Risk Management. N. Doherty. 1985. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 480 pp. $29.95. Book.

This book details how to effectively manage a corporate risk and insurance program.

Economic Risk Decisions in Engineering and Management. James R. Buck. 1989. Iowa State University Press; 2121 S. State Avenue; Ames, IA 50010. 464 pp. $38.95. Textbook.

This textbook covers managing economic risk in the engineering and management field.

Employee Benefits Management. H. Wayne Snider, Editor. 1980. Risk Management Press; P.O. Box 670; Inverness, CA 94937. 228 pp. $19.95. Book.

This book discusses the details of managing benefit programs, the economics of insurance and the management of business risk insurance.

Guide to Managing Interest Rate Risk. Walker. 1988. John Wiley & Sons, Inc.; 605 Third Ave.; New York, NY 10158. Book.

The book addresses how to best plan and protect your company's investment in insurance. The booklet has been revised and expanded to include financial futures and options.

Insurance: An Introduction to Personal Risk Management. Numan A. Williams. 1984. South-Western Publishing Co.; 5101 Madison Rd.; Cincinnati, OH 45227. Text.

This book is an introduction to how to best utilize insurance to reduce personal financial risk.

Personal Risk Management and Insurance. Glenn L. Wood. 1984. American Institute for Property and Liability Underwriters, Inc.; 720 Providence Rd.; Malvern, PA 19355. Two volumes, 846 pp. $22.00 each volume. Books.

This book presents a discussion of personal risk management and insurance.

Risk Analysis Guide to Insurance and Employee Benefits. A. E. Pfaffle and Sal Nicosia. 1986. AMACOM; 135 W. 50th St.; New York, NY 10020. 108 pp. $10.00. Book.

This guide book covers employee benefits and how they fit with a company's risk management portfolio.

Risk and Insurance. James L. Athearn and S. Travis Pritchett. 1984. West Publishers; P.O. Box 64526; 50 W. Kellogg Blvd.; St. Paul, MN 55102-1611. 608 pp. Book.

This is a standard introductory text on how to manage risk and make the best use of insurance. This book covers all principal types of insurance.

Risk and Insurance. Mark R. Greene and James S. Trieschmann. 1988. South-Western Publishing Co.; 5101 Madison Rd.; Cincinnati, OH 45227. 768 pp. Text.

This textbook is designed to cover basic ideas, problems, and principles found in all types of modern insurance, and other methods of handling risk.

Risk Management: Concepts and Applications. Robert I. Mehr and Bob. A. Hedges. 1974. Irwin; 1818 Ridge Rd.; Homewood, IL 60430. $33.95. Book.

This text integrates theories and practices of risk management of a number of insurance vehicles.

Risk Management and Insurance. C. Arthur Williams. 1985. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 768 pp. $44.95. Book.

This book presents a balanced introduction to risk management and insurance. An extensive bibliography is appended.

Risk Management in International Corporations. Norman A. Baglini. 1976. Risk Management Press; P.O. Box 670; Inverness, CA 94937. 217 pp. $7.95. Book.

This book covers the field of risk management in multinational corporations.

BUSINESS FINANCING, BUDGETING, AND ACCOUNTING

A. The Loan Proposal

"The Art of the Loan Proposal." Small Business Profit Digest, September 1984, page 3. Periodical Article.

This brief article explains some of the most important elements that should be included in a bank loan proposal.

Banking for the Non-Banker: How to Borrow Money from a Bank. D.H.A. & Associates; P.O. Box 1861; Seattle, WA 98111. Book.

This short book is a guide to methods that businesspeople should use to convince a banker that they're "loanable."

"Financing Proposals: How to Get that Needed Capital." The Business Owner, April 1984, page 4. Periodical Article.

This outlines the contents of a financing proposal and explains how to prepare a brief but complete summary for bankers or other financing sources.

Financing Your Small Business. Oregon Small Business Development Center Network; 99 West 10th Avenue, Suite 216; Eugene, OR 97401; 503-726-2250. #827-42282-99. $11.00. Booklet.

This booklet was written to assist small business owners in the preparation of a loan proposal. Cash flow analysis, cost projections, and general accounting practices are also covered.

How to Borrow Money from Commercial Banks. Newsletter Management Corporation; 10076 Boca Entrada Blvd.; Boca Entrada, FL 33433. Pamphlet.

This is a pamphlet for small and medium-sized firms.

The Loan Package. PSI Research; 1287 Lawrence Station Road; Sunnyvale, CA 94089; 1-800-228-2275. $29.95. Book.

This package includes pointers on how to put together an effective loan package, and has many of the necessary forms and worksheets.

B. Venture Capital

Directory of Financing Sources. Venture Economics, Inc.; 16 Laurel Avenue; P.O. Box 81348; Wellesley Hills, MA 02181; 617-431-7915. $125.00.

This profiles over 450 firms that arrange LBOs, mergers, and acquisitions throughout the U.S. and Canada. Each listing includes complete contact information, geographic concentrations, services provided, fees, number of deals closed in the past year, principal clients, and more.

Directory of Intermediaries. Venture Economics, Inc.; 16 Laurel Avenue; P.O. Box 81348; Wellesley Hills, MA 02181; 617-431-7915. $125.00.

This gives information on more than 450 LBO financing sources. Each listing includes complete contact information, geographic concentrations, services provided, fees, number of deals closed in the past year, principal clients, and more.

"The Venture Capital Directory." Venture, June 1984, page 113. Periodical Article.

This includes not only a directory of leading venture capital firms, showing the areas in which they prefer to specialize, but also an article on the current venture capital climate.

The Venture Capital Proposal Package. PSI Research; 1287 Lawrence Station Road; Sunnyvale, CA 94089; 1-800-228-2275. $37.95. Workbook.

This workbook includes a description of procedures, a list of sources of venture capital, and worksheets and guidelines necessary to complete a venture capital proposal.

The Venture Capital Resource Directory. Illinois Department of Commerce and Community Affairs, 620 E. Adams Street, Springfield, IL 62701. Free. Booklet.

This publication provides a listing of venture capital firms and other venture capital resources. It also includes a brief discussion on venture capital financing, including advice on the types of things venture capital firms look for from entrepreneurs who are seeking financing.

"Venture Investing: Opportunities Knock." INC., March 1984, page 143. Periodical Article.

This is an overview of some sources of venture capital, ranging from private individuals through larger venture funds.

"Why Smart Companies Are Saying 'No' to Venture Capital." INC., August 1984, page 65. Periodical Article.

This is a look at the "dark side" of venture capital. It recounts the experiences of entrepreneurs in seeking venture capital; it shows many of the drawbacks of seeking funds and management "wisdom" from venture firms.

C. Raising Money

"Anything Goes Financing." Venture, December 1983, page 126. Periodical Article.

This is a survey of some of the methods of financing that start-up companies can use, including public offerings, joint ventures, and limited partnerships.

Business Financing. Small Business Reporter. 1988. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-104. $5.00. Pamphlet

This discusses how to analyze your business's financial status and outlines the various types of debt and equity financing and their sources.

Business Financing Programs. Illinois Department of Commerce and Community Affairs; 620 East Adams; Springfield, IL 62701. Free. Booklet.

This booklet provides information on 51 state and federal loan, grant and technical assistance programs available to Illinois businesses.

Ethnic Enterprise in America. Ivan H. Light. 1972. University of California Press; 2223 Fulton St.; Berkeley, CA 94720. 209 pp. $4.90. Book.

This discusses rotating credit associations and banking, urban league and business league, mutual aid, and insurance procedures for minority-owned businesses.

Evaluating Money Sources. U.S. Small Business Administration; P.O. Box 15434; Fort Worth, TX 76119. Publication 1004. $5.00. Book.

This book covers debt and equity sources of financing. It is a handy reference for those entrepreneurs looking specifically for equity funding.

How to Finance Your Small Business with Government Money: SBA Loans. Hayes and Howell. Ronald Press. $19.95. Book.

This is a softcover guide to how SBA loans work and how to apply for one.

"The New Small Business Bankers." INC., May 1984, page 112. Periodical Article.

This article shows ways in which bankers are seeking small business customers. The various services and tradeoffs bankers are offering are outlined and discussed.

"Public Offerings for Start-ups." Inc., February 1984, page 133. Periodical Article.

This is an explanation of how a "public-private" arrangement can be set up to provide equity capital for a firm which hasn't started business yet. It also outlines the amount of equity that's typically given up in such deals.

"Raising Capital Using Your Receivables and Inventory." The Business Owner, August 1984, page 4. Periodical Article.

This examination of asset-based lending shows how the lender determines the loan amount and terms of payment.

Raising Money. 1979. Entrepreneur Magazine. Clare Thain; 2392 Norse Ave.; Irvine, CA 92714. 78 pp. $16.65. Book.

This covers start-up situations, personal loans, and how to obtain financing for an existing business.

Starting on a Shoestring. Arnold S. Goldstein. George Ronald, Pub., Ltd.; P.O. Box 447; St. Louis, MO 63166. $12.95. Book.

This book includes tips for people who want to start their own business, but are held back by a lack of capital.

Understanding Money Sources. U.S. Small Business Administration; P.O. Box 15434; Fort Worth, TX 76119. Publication 1003. $4.75. Book.

This book covers debt and equity sources of financing. It is a handy reference for those entrepreneurs looking specifically for equity funding.

Where the Money is and How to Get It. Ted Nicholas. 1981. Enterprise Publishing, Inc.; 725 Market Street; Wilmington, DE 19801. 185 pp. $4.95. Book.

This book contains many sources of loans and capital. Names, addresses, and telephone numbers of venture capital firms, state sources, and selected banks are given, as well as tips on how to raise money for the business.

D. Financial Management

Administering the Closely Held Company. J. Welsh and J. White. 1980. Owner-Managed Business Center, Inc.; 725 South Central Expressway; #B-12; Richardson, TX 75080. 350 pp. $39.50. Book.

This book provides resources for administering small company finances. The text contains many illustrations, tables, and graphs to clarify concepts, and its topics include: profit, cash flow and growth, accounts receivable, inventory management, accounts payable, depreciation and investment tax credit, inventory costing techniques, boosting cash flow and bank balance, cutting taxes, return on investment and liquidity, record keeping, successful financing techniques, planning and implementing expansion strategies, improving productivity, and selling and merging a business.

Financial Keys to Small Business Profitability. Rausch. AMACOM; 135 West 50th; New York, NY 10020. $15.95. Book.

This covers the basics of financial management for business managers who have had little previous exposure to financial analysis or financial management.

Financial Management for a Small Business. Evelyn S. Barnes, et al. 1979. University of Wisconsin; 321 Education Bldg.; Madison, WI 53706. Includes test and participant notebook.

This workbook categorizes information into the areas of marketing, management, legal and government, finance, physical operations, and production.

"Should You Recapitalize Your Business?". The Business Owner, March 1984, page 10. Periodical Article.

This is a two-page explanation of some of the ways to recapitalize a business. This can include conversion of much of the company's existing equity into preferred stock, which allows the owner to "cash out" and transfer control to successors without an immediate tax bite.

Short Term Financing. Robert Link, et al. 1982. Vocational Instructional Materials Lab; 154 W. 12th Ave.; Student Services Building; Ohio State University; Columbus, OH 43210. 27 pp. Booklet.

This describes how to develop a short-term financial forecast, how to determine a working capital policy and the cost of trade credit and commercial bank loans, as well as how to establish and maintain a good bank relationship.

E. Financial and Ratio Analysis

Annual Statement Studies. Robert Morris Associates; P.O. Box 8500; S-1140; Philadelphia, PA 19178. $29.50. Book.

This is an annual publication which details financial statement averages and key financial ratios for hundreds of different kinds of businesses. It is a useful guide for the business owner to use in analyzing his/her own business, a competitor's, or a key customer or vendor. The book includes an explanation of how to interpret the ratios.

Business Information System. Dun & Bradstreet, Inc.; Dun's Marketing Services; 3 Sylvan Way; Parsippany, NJ 07054. $375.00. Book.

This lists financial ratios for 125 retailing, wholesaling, manufacturing, and construction lines of business.

How to Analyze Businesses, Financial Statements, and Quality of Earnings. Joel Siegel. Prentice-Hall; Englewood Cliffs, NJ 07362. $29.95. Book.

This book is appropriate for use by managers engaged in detailed analysis of competitors or vendors, or for analysis of a business being considered for merger or purchase.

How to Read a Financial Report. Merrill Lynch Pierce Fenner & Smith, Inc.; One Liberty Plaza; 165 Broadway; New York, NY 10080. 31 pp. Free. Pamphlet.

This short booklet helps the new business person to quickly understand important terms, contains many charts and examples to help reinforce learning, and may be particularly useful in assessing the financial health of a business. Information is provided on: the balance sheet, liabilities, stockholders' equity, financial ratio analysis, the income statement, the accumulated retained earnings statement, and the source and application of funds statements.

Interpretation of Small Business Analysis Data. Edgar A. Persons and Gordon I. Swanson. 1978. University of Minnesota; Division of Agricultural Education; St. Paul, MN 55100. 63 pp. Book.

This report is designed to assist the reader to gather and analyze information about the business operation so that the operator(s) can improve their management decisions.

Key Business Ratios. 1981. Dun and Bradstreet; 99 Church Street; New York, NY 10007. $4.50. Booklet.

This resource offers a current survey of 125 lines of business and their financial performance, and may be used in financial ratio analysis and comparison of new venture statistics to national business line averages. These comparisons can provide a quick check on the financial and performance needs of a new venture.

"A Profit Improvement Review." Small Business Report, May 1984, page 34. Periodical Article.

This is a one-page summary of methods that will allow an analyst to relate costs to their causes, with the objective of pinpointing areas which have unusually high (or low) profit contributions.

Ratio Analysis For Small Business. U.S. Small Business Administration. Robert Morris Associates; Annual Statement Studies; Credit Division/Research Dept.; 1616 Philadelphia National Bank Bldg.; Philadelphia, PA 19107. Book.

This contains financial and operating ratios for about 300 lines of business -- manufacturers, wholesalers, retailers, services and contractors -- and provides return on investment figures. It is a yardstick for determining a business's potential in light of industry performance.

Understanding Financial Statements. Small Business Reporter. 1987. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-109. $5.00. Pamphlet.

This discusses how to prepare and use basic financial statements and includes a sample balance sheet and income statement.

F. Financial Planning and Forecasting

"Are Economic Forecasters Worth Listening To?". Harvard Business Review, September 1984, page 32. Periodical Article.

A "consensus" forecast, composed of the estimates of a number of economists, can be of significant value in planning for the near-term future.

"Corporate Debt Policy: Determining the Company's Capacity for Debt." Small Business Report, August 1984, page 69. Periodical Article.

This article shows ways a company can measure the relative amounts of debt and equity that it ought to maintain and how to take risk and other outside factors into account.

"Improve Financial Forecasts." Small Business Report, June 1984, page 34. Periodical Article.

This one-page summary of some simple rules for financial forecasts includes financial forecast assumptions and rules for detailed documentation.

What is Economics. Jim Eggert. $4.95. 1987. William Kaufman, Inc. 95 First Street, Los Altos, CA 94022. Book.

This book is designed for use by non-economists who rely on economic data or forecasts. It explains general economic terms and theories in easy-to-understand language.

G. Cash Flow and Breakeven Analysis

Cash Flow/Cash Management. Small Business Reporter. 1987. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-112. $5.00. Pamphlet.

This discusses methods and strategies for managing cash flow, calculating your break-even point and avoiding common misconceptions about cash flow.

The Cash Flow Problem Solver. Bryan Milling. Chilton Books; Radnor, PA 19087. $32.95. Book.

This covers all facets of cash flow (receivables, payables, inventory, etc.). It discusses financial structure and its impact on cash flow, as well as such issues as management of purchasing and controlling a company's growth.

Cost, Profit & Breakeven. XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987; 1-800-431-2395. Videotape.

This film is a very effective way of showing exactly how to measure cash flow, determine a breakeven point, and make basic pricing decisions.

Effective Cash Management." Small Business Report, December 1983, page 28. Periodical Article.

This article is an overview of the functions involved in effective cash management, concentrating on managing cash inflows to speed up customer payments.

"How to Control and Monitor Your Payables." The Business Owner, September 1983, page 4. Periodical Article.

This article explains how to age accounts payable to make sure that a firm's payment cycle is appropriate for its company's cash flow, and has some tips on how to promote discounts from suppliers.

"How to Make Smarter Capital Investment Decisions." The Business Owner, June 1984, page 6. Periodical Article.

This basic explanation of capital budgeting principles and techniques shows examples of three different methods: payback, net present value, and internal rate of return.

Profit Planning Decisions with the Breakeven System. Spencer Tucker. Thomond Press; 52 Vanderbilt Avenue; New York, NY 10017. $29.95. Book.

This book on breakeven analysis includes lots of details and examples, and shows how to construct breakeven charts and use them for analysis of product mix, pricing decisions, evaluation of business segments, and make or buy decisions.

"Six Problems to Consider When Expanding Your Business." Business Owner, November 1983, page 4. Periodical Article.

This includes six examples, showing how to apply breakeven analysis to problems related to business expansion, including starting a new business, introducing a new product, changing cost levels, expanding the marketing effort, and deciding on major new orders with special pricing.

"Strategies for Staying Cost Competitive." Harvard Business Review, January/February 1984, page 110. Periodical Article.

This article, based on the premise that a company's cost levels, as compared to its competition's, are some of the most important factors in staying competitive, shows how to identify areas in which you may be falling behind your competition, and methods to improve that situation.

"23 Ways to Simply and Effectively Increase Cash Flow." The Business Owner, July 1984, page 10. Periodical Article.

This two-page article lists and briefly discusses a number of ways to increase cash inflow, decrease cash outflow, and manage cash balances.

H. Bookkeeping

Accounting for Owners and Managers. Merwin Leven. Boardroom Books; 500 Fifth Avenue; New York, NY 10110. $50.00. Book.

This introduction to accounting issues is designed more for the top manager who needs to increase his/her knowledge about accounting, than as a practical guide for a working accountant or bookkeeper.

Cost Accounting for Small Manufacturers. U.S. Small Business Administration; P.O. Box 15434; Fort Worth, TX 76119. Pamphlet.

This pamphlet explains the basic requirements of cost accounting for manufacturing firms.

Entrepreneurship Basic Recordkeeping. Thomas Fisher, et al. 1982. Instructional Materials Lab; 154 W. 12th Ave.; Student Services Bldg.; Ohio State University; Columbus, OH 43210. 69 pp. $5.00. Book.

This identifies individual business needs for use with recordkeeping and how to maintain a systems approach to recordkeeping.

Financial Records for Small Business. Small Business Reporter. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-128. $5.00. Pamphlet.

This discusses how to establish and maintain good financial records. The publication also studies cash vs. accrual accounting.

"Getting Ready for the Audit." Venture, September 1983, page 36. Periodical Article.

This is a summary of the dangers included in many accounting software packages and explains features to minimize future control and audit problems.

How to Do Your Own Accounting. Robert R. Milleron. 1980. Enterprise Publishing, Inc.; 725 Market Street; Wilmington, DE 19801. 176 pp. $9.95. Book.

This book discusses a step-by-step method for setting up a bookkeeping system for even the smallest business. The method permits the business person to start a simple cash-basis bookkeeping system and then develop it into a double-entry accrual system as the business grows.

"How to Select the Best Accounting Method for Your Business." The Business Owner, September 1983, page 15. Periodical Article.

This is a short analysis of some of the differences among various accounting methods (cash vs. accrual), methods of recognizing revenue, and the differences between reserve and charge-off methods in accounting for receivables.

"Internal Control in Closely-Held Corporations." Small Business Report, April 1984, page 34. Periodical Article.

This one-page summary of some of the internal control risks that are particularly applicable to small or closely-held companies, explains the types of risks that poor controls can create, and some of the essential control reports that will help set up a good system.

Small Business Bookkeeping: A Suggested Adult Business Education Course -- Parts I and II. Hobart H. Conover. 1973. University of the State of New York; Bureau of Business; Marketing and Distribution; Albany, NY 12234. 100 pp. and 98 pp., respectively. Books.

This is intended as an adult course for those who are either keeping a set of records for a small business, or who wish to prepare to do so.

Small Time Operator. Bernard Kamaroff. Bell Springs Publishing; P.O. Box 640; Laytonville, CA 95454. $8.95. Book.

This is a guide to the bookkeeping, accounting, finance, and tax responsibilities involved in setting up and running a small business. Forms are included.

"Working with Outside Auditors." Small Business Report, September 1984, page 42. Periodical Article.

This is a short summary of the different kinds of services that outside accounting firms can provide. It explains how smaller firms can prepare in advance of an audit in order to cut the cost of the service.

I. Tax Planning

Illinois Tax Handbook. Frederick J. Czerwionka, et al. 1987. Prentice Hall Information Services; Englewood Cliffs, NJ 07362. 977 pp. Book.

This annual handbook gives a comprehensive presentation of the Illinois tax system, with emphasis on tax compliance and tax savings. It includes charts of all the major taxes and a calendar listing critical dates for each. Illustrations and references are also included to make taxes easier to understand.

"The IRS: Penalties, Interest, and Other Charges." The Business Owner, February 1984, page 6. Periodical Article.

This is a survey of the common penalties assessed by the IRS, and how they're computed. It also explains how interest charges are calculated.

Master Federal Tax Manual. The Research Institute of America, Inc.; Department 999; Mt. Kisco, NY 10549. $11.00. Book.

This handy one-volume summary of federal tax laws is published yearly.

Tax Notes. Ernst and Whinney; 153 E. 53rd Street; New York, NY 10022. Pamphlet.

This recurring pamphlet addresses various issues of interest to business people and investors.

Tax Savers. Paul Strassels. Times Books; 201 E. 50th St.; New York, NY 10022. $15.95. Book.

This book has suggestions for tax minimization strategies targeted for different types of people (single with growing income, etc.).

Tax-Saving Angles for Small Businesses. Egon Van Den Berg. 1980. Chase Revel, Inc.; Los Angeles, CA. 56 pp. $16.95. Book.

This book outlines many small business tax saving methods.

"Tax-Strategy Articles." The Business Owner, December 1983, page 1. Periodical Article.

These nineteen pages of tax planning and tax strategy articles include both business and personal tax planning.

"Taxing Matters." INC., October 1984, page 171. Periodical Article.

This is a summary of the provisions of the "Deficit Reduction Act of 1984" which will most directly affect smaller businesses. The article concentrates on the new laws which directly affect deductions for employee benefits, explaining how several of the new rules can sharply limit employer deductions.

"When New-Business Expenses are Deductible." Small Business Profit Digest, July 1984, page 7. Periodical Article.

This lists the kinds of start-up expenses the IRS allows, either as deductible expenses or as capitalized and amortized assets.

J. **IRS Publications and Tax Guides**

Business Expenses. Pamphlet no. 535. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire; Bloomington, IL 61704. Free.

This publication discusses common business expenses and explains what is and what is not deductible.

Business Use of Your Home. Pamphlet no. 587. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire; Bloomington, IL 61704. Free.

This publication explains the requirements for taking a deduction for the business use of your home and the method for figuring it.

Employers' Tax Guide -- Circular E. Pamphlet no. 15. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire; Bloomington, IL 61704. Free.

This guide tells about your tax responsibilities as an employer; explains the requirements for withholding, depositing, reporting, and paying taxes; and explains the forms you must give your employees, those your employees must give you, and those you must send to IRS and SSA.

Excise Tax. Pamphlet no. 510. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire, Bloomington, IL 61704. Free.

This publication covers the excise taxes for which you may be liable during the year. It discusses the taxes that are reported on Form 720, Quarterly Federal Excise Tax Return.

Guide to Free Tax Services. Pamphlet no. 910. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire, Bloomington, IL 61704. Free.

This publication describes the free tax services available from the Internal Revenue Service and contains tips on filing your return, information about IRS programs, and other information you may need.

Information for Business Taxpayers -- Business Taxes and Identification. Pamphlet no. 583. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire; Bloomington, IL 61704. Free.

The publication looks at some of the decisions you must make when setting up a recordkeeping system, and the types of books and records included in a typical system for a small business.

Recordkeeping Requirements and a List of Tax Publications. Pamphlet no. 552. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire; Bloomington, IL 61704. Free.

This publication is designed for taxpayers who prepare their own tax returns and will help in deciding what kinds of records to keep and how long to keep them.

Self-Employment Tax. Pamphlet no. 533. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire; Bloomington, IL 61704. Free.

The self-employment tax is a social security tax for individuals who work for themselves. It is similar to the social security tax withheld from the pay of wage earners.

Tax Calendar. Pamphlet no. 509. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire; Bloomington, IL 61704. Free.

This publication provides basic information on the most common tax situations. The three calendars listed (General, Employer's, Excise) cover the tax laws that apply to individuals, corporations, partnerships and sole proprietorships.

Tax Guide for Small Business. Pamphlet no. 334. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire; Bloomington, IL 61704. Free.

This book describes the four major forms of businesses organizations -- sole proprietorship, partnership, corporation and S corporation -- and explains the tax responsibilities of each.

Tax Information on Individual Retirement Arrangements. Pamphlet no. 590. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire; Bloomington, IL 61704. Free.

This publication is designed for those who prepare their own tax returns. It provides information on the most common tax situations and explains the tax law in plain language so that it will be easier to understand.

Tax Withholding and Estimated Tax. Pamphlet no. 505. U.S. Department of the Treasury; Internal Revenue Service; Central Area Distribution Center; 2402 East Empire; Bloomington, IL 61704. Free.

This publication explains both methods of paying taxes: Withholding and Estimated Tax and is designed for those who prepare their own tax returns.

MARKETING, SALES, AND ADVERTISING

A. Marketing Strategy

Consumer Behavior: Implications for Marketing Strategy. Hawkins, Best, and Coney. Business Publications, Inc.; Plano, TX 75075. $18.50. Book.

Although this is a college text, it's also a good introduction to marketing strategies, especially for businesses such as retail, which depend directly on consumer reactions. Examples of strategies are included.

Designing A Marketing Plan for Small Business Management. Robert Link, et al. 1982. Vocational Instructional Materials Lab; 154 W. 12th Ave.; Student Services Bldg.; Ohio State University; Columbus, OH 43210. 23 pp. Booklet.

This describes how to formulate basic and supporting marketing strategies, design a plan of action which implements these strategies, and also how to prepare control systems for marketing plans.

The Direct Marketing Market Place. Hilary House; 1033 Channel Drive; Hewlett, NY 11557. Book.

This is a reference and mailing list source to find new businesses, locate service and supply sources, find new advertising agencies, and locate 12,000+ executives and organizations.

The Entrepreneur's Marketing Guide. Roger F. Smith. Reston Publishing Company; c/o Prentice-Hall, Inc.; Englewood Cliffs, NJ 07632. Book.

This introduction to marketing as well as sales force management, with special orientation toward the smaller company, covers topics which are difficult to find in more theoretical books.

Estimating Sales and Profits by Class or Department. Robert Link, et al. 1982. Instructional Materials Lab; 154 W. 12th St.; Student Services Bldg.; Ohio State University; Columbus, OH 43210. 20 pp. Booklet.

This describes how to set the profit objective, make a sales forecast, and estimate both gross profit and operating profit.

Guerrilla Marketing. Levinson. Houghton-Mifflin; Two Park Street; Boston, MA 02108. $14.95. Book.

This practical, no-nonsense book with many excellent no-cost or low-cost marketing ideas is very helpful to smaller companies or those just starting in business.

Handbook of Innovative Marketing Techniques. Seltz. Addison-Wesley Publishing Co., Inc.; 1 Jacob Way; Reading, MA 01867. $37.50. Book.

This handbook includes a practical set of ideas to help business managers come up with new ways to market, sell, and advertise.

How Will You Penetrate Your Market? Beacon Films; 1250 Washington Street; P.O. Box 575; Norwood, MA 02062; 617-762-0611. $149.00. Videotape.

This film guides the entrepreneur in developing marketing strategies to penetrate a target market, and covers the six major areas of a well-developed market plan.

"Making Your Marketing Strategy Work." Harvard Business Review, March/April 1984, page 69. Periodical Article.

This article, which addresses the practical problems involved in making a marketing strategy work, shows how to set up a strategy that will work for your company and explains some of the dangers of choosing the wrong niche.

Marketing for a Small Business. Evelyn S. Barnes, et al. 1979. University of Wisconsin-Madison; 964 Educational Sciences Building; 1025 West Johnson St.; Madison, WI 53706. Includes text and participating notebook.

This text categorizes information into the areas of marketing, management, legal, government, finance, physical operations, and production.

Marketing Information: A Professional Reference Guide. Business Publishing Division; College of Business Administration; Georgia State University; University Plaza; Atlanta, GA 30303-3093; 404-658-4253. 456 pp. $85.00. Books.

Part I contains more than 2,000 names, addresses, contacts, and telephone numbers of marketing-oriented associations, businesses, agencies, and other organizations. Part II of the reference is a bibliographic guide to more than 3,100 marketing books, periodicals, and other publications. Complete ordering information is given.

"Marketing Planning: A Mandatory Process for Company Survival." Small Business Report, November 1983 through March 1984. Periodical Article.

This five-part series explains the various aspects of marketing planning. It is designed for the smaller business, and includes a number of definitions and explanations.

The Marketing Problem-Solver. Chase and Barasch. Chilton Books; Radnor, PA 19087. $18.75. Book.

This is a practical source of information and recommendations on all aspects of marketing for the smaller business. It includes a large number of checklists, charts, and other information which can be used straight out of the book.

Marketing Small Business. Small Business Reporter. 1986. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-203. Pamphlet.

This publication discusses how to develop a marketing plan, conduct market research, use professional assistance, and measure results.

Retail Marketing: For Employees, Managers, and Entrepreneurs. Warren G. Meyer, et al. 1988. McGraw-Hill, Inc.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 580 pp. $21.80. Text Book.

This book is tailored to help career-minded retail marketing students prepare for entry and advancement in the marketing field. However, the broad scope of hands-on retail marketing which it covers makes it useful for business owners as well.

Small Business Marketing. Oregon Small Business Development Center Network; 99 West 10th Avenue, Suite 216; Eugene, OR 97401; 503-726-2250. #827-42286-99. $11.00. Workbook.

This booklet is an extension of the information contained in Your Marketing Plan. Specific strategies for advertising, public relations and promotions are discussed, with worksheets that help the small business manager plan media efforts and sales strategies. It is advised that Your Marketing Plan is completed before the exercises in Small Business Marketing are attempted.

Successful Marketing for Small Business. Cohen and Reddick. AMACOM; 135 West 50th; New York, NY 10020. $17.95. Book.

This book is a solid introductory discussion directed to the owner or key manager of a smaller business who does not have experience in marketing or sales management.

Your Marketing Plan. Second edition, expanded. Oregon Small Business Development Center Network; 99 West 10th Avenue, Suite 216; Eugene, OR 97401; 503-726-2250. #827-42283-99. $16.00. Workbook.

This workbook helps the small business manager identify and target the potential and actual markets for the firm's goods or services. Marketing concepts are discussed and a self-guided format assists the small business manager in developing a working marketing plan.

B. Competition Analysis

"Competitive Advantage." Boardroom Reports, June 1, 1984, page 1. Periodical Article.

This short article explains ways to analyze your competitors and isolate their "primary strength."

Competitive Advantage. Michael Porter. Free Press; 866 Third Avenue; New York, NY 10022. $23.95. Book.

This book explains how a firm can identify its competitive advantage and gain a profitable position within its market.

Competitive Strategies. Michael Porter. Free Press; 866 Third Avenue; New York, NY 10022. $17.95. Book.

This book explains the three basic types of competitive strategies that enable a company to gain a profitable position within its market. Examples are included.

How to Find Information About Divisions, Subsidiaries and Products. Washington Researchers Publishing; 2612 P Street, N.W.; Washington, DC 20007; 202-333-3533. $95.00. Book.

This reference work helps you locate intelligence about specific products and individual businesses -- or subsidiaries -- of corporations. Its step-by-step approach tells you how to plan and conduct your investigation. It steers you to federal, state and local information sources -- government and private.

Positioning: The Battle for Your Mind. Ries and Trout. McGraw-Hill; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. $3.95. Book.

This book explains some powerful techniques that businesses can use to differentiate themselves from their competition.

"Surprise and the Competitive Advantage." Journal of Business Strategy, Winter 1984, page 10. Periodical Article.

This is a thorough explanation of how to set up a competitive analysis system that will minimize your company's vulnerability to a competitor's market move.

C. Market Research and Analysis

Country Market Surveys (CMS). U.S. Department of Commerce; International Trade Administration/OTIS; International Marketing Research; Room H1324; Washington, DC 20230. $10.00 each. Statistical information.

Each CMS summarizes an original, full-length International Market Research (IMR) report containing an in-depth market analysis for a given industry in a single country.

"Find A Need and Fill It." In Business, February 1984, page 18. Periodical Article.
This includes examples of how smaller businesses can analyze demographic and other market trends to spot promising opportunities.

The Market Analysis Workbook. Wayne A. Lemmon. American Management Association; 135 West 50th; New York, NY 10020. Book.
This looseleaf binder contains excellent how-to tips that will help businesses estimate the size of their potential markets. Useful forms and clear examples are included.

"Marketing: The New Priority." Business Week, Nov. 21, 1983, page 96. Periodical Article.
This feature article shows some of the demographic trends which are causing U.S. firms to become more concerned about their marketing efforts, summarizes these demographic changes, and includes some examples showing how some leading firms are redefining their marketing strategies.

Measuring Markets: Guide to Use of Federal and State Statistical Data. Economic Development Administration; U.S. Department of Commerce; Washington, DC 20230. Pamphlet.
This book addresses how to use government data to estimate the size of your markets. It includes several practical examples showing how various kinds of businesses can use this data.

The Nine American Lifestyles. Arnold Mitchell. Warner Books; 666 Fifth Avenue; New York, NY 10103. $9.95. Book.
This is a useful aid to understanding demographics from a new perspective. This book categorizes the U.S. population into nine different lifestyles, and offers pointers on how to appeal to people within each group.

"Sales Force Feedback: The Inside Source of Marketing Information." Small Business Report, October 1983, page 19. Periodical Article.
This outlines some practical ways to use the company's sales force to gather important information about the competition, including how to use such common sales reports as call reports, lost-order reports, and end user reports as sources of intelligence.

Sales Forecasting: Time-Saving and Profit-Making Strategies That Work. Sales Executives Club of New York. Scott, Foresman and Company; 1900 E. Lake Ave.; Glenview, IL 60025. $24.95. Book.
This book combines the forecasting methods and expertise of sales and marketing executives from a number of leading companies. It includes some fairly sophisticated forecasting techniques.

"A Way to Identify Consumer Groups Who'll Buy Your Products and Services." The Professional Report, September 1983, page 19. Periodical Article.
This article includes explanations of how the Value and Lifestyles System (VALS) can help your company target potential customers by the kind of lifestyles they lead. Nine different lifestyles have been identified; the article offers ideas on how to appeal to each.

Who Will Your Customers Be? Beacon Films; 1250 Washington Street; P.O. Box 575; Norwood, MA 02062; 617-762-0611. $149.00. Videotape.
This film explores what information is needed in order to define target markets, and gives methods to collect and analyze market information.

D. Product Analysis and Product Pricing

"Does Your New Product Stand a Chance?". In Business, December 1983, page 18. Periodical Article.

This article, specially oriented toward companies that are introducing new products, outlines some of the most common reasons for new product failure, and includes pointers on how to revive worn-out products.

"For More Marketers, No New Product Without Its Test." Sales and Marketing Management, March 12, 1984, page 81. Periodical Article.

In this series of interviews with executives responsible for new product introduction, all agree that pre-testing of the market is essential to success. The article includes recommendations on how to accomplish this testing effectively and has some accompanying articles detailing specific kinds of testing.

"How to Price Your Products to Increase Sales." The Business Owner, April 1984, page 14. Periodical Article.

This covers how to analyze incremental costs and revenues in deciding how to price special orders, and how several kinds of pricing decisions can be worked out.

"The Litmus Test for Pricing Strategies." Business Computer Systems, December 1983, page 41. Periodical Article.

This is a detailed description of some of the considerations for determining the optimum price of a company's product or service. It includes a sample of a computer spreadsheet model which can be used as a decision aid in making that determination.

Pricing. Robert Link, et al. 1982. Vocational Instructional Materials Lab; 154 W. 12th Ave.; Student Service Building; Ohio State University; Columbus, OH 43210. 71 pp. Book.

Pricing techniques that best maximize profit and accomplish the overall business objectives are presented.

"A Pricing Check-list for Small Retailers." U.S. Small Business Administration; P.O. Box 15434; Fort Worth, TX 76119. Free. Management Assistance Publication no. MA 1.020. Pamphlet.

This pamphlet, addressing retailers, provides pointers on the basic considerations involved in pricing.

Pricing for Profit. Curtis Symonds. American Management Association; 135 West 50th; New York, NY 10020. $17.95. Book.

The analytic aspects of pricing are covered in this book, which includes details on special situations such as competitive bidding.

"Product Elimination: The Neglected Management Responsibility." Journal of Business Strategy. Spring 1984, page 56. Periodical Article.

Elimination of products from a company's line can often have a larger positive effect on profits than introduction of new products. This article gives guidelines on how to establish a sound product elimination program.

"Profit Pricing and Costing for Services." U.S. Small Business Administration; P.O. Box 15434; Fort Worth, TX 76119. Free. Management Assistance Publication no. MA 4.013. Pamphlet.

This pamphlet, addressing service businesses, provides pointers on the basic considerations involved in pricing.

E. Advertising

Handbook of Small Business Advertising. Michael Anthony. 1981. Addison-Wesley Publishing Company; One Jacob Way; Reading, MA 01867. 207 pp. $21.85. Book.

This book takes the reader through the process of advertising goods or services including why to advertise; pinpointing the market; and proven tips for reaching and influencing the targeted market, such as what makes a good ad, how to test different approaches, how to select the right media, and how to make the most of advertising budgets. The book provides actual examples, forms, diagrams, and simple procedures which may be used to achieve the advertising results.

How to Advertise; A Handbook for Small Business. Sandra Linville Dean. 1980. Enterprise Publishing Company; 725 Market Street; Wilmington, DE 19801. 192 pp. $12.95. Book.

This book is useful in acquiring knowledge of the basic principles of current advertising concepts. It is written for the small business owner and includes information on how to plan an ad campaign and budget, how much time and money it takes, which media to use to sell, what's being sold, how to target the consumer, what to expect when working with an agency and the knowledge necessary to deal intelligently with an agency.

How to Make Your Advertising Make Money. Joan Caples. Prentice-Hall; Englewood Cliffs, NJ 07362. $6.95. Book.

This book includes many examples and suggestions showing how successful ads are written.

Making Ads Pay. John Caples. Dover Publications, Inc.; 31 E. 2nd St.; Mineola, NY 11501. 1957. $5.00. Book.

This book discusses designing and writing ads, media, suppliers, advertising campaigns, audience, tradeouts, and insiders' professional secrets.

Publicity and Public Relations Guide for Business. PSI Research; 1287 Lawrence Station Road; Sunnyvale, CA 94089; 1-800-228-2275. $33.95. Book.

This book shows how to design and implement a publicity plan for a business. It explains some of the basic concepts of public relations.

Small Business Advertising. R. M. Everhardt, et al. 1976. Distributive Education Materials Laboratory; Ohio State University; Room 2120; Fyffe Rd.; Columbus, OH 43210. 191 pp. Book.

This discusses how to make media decisions, formulate advertising budgets and advertising plans and select an advertising agency.

F. Customer Relations

Awkward Customers and More Awkward Customers. XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987; 1-800-431-2395. Videotape.

This pair of videotapes, made in Britain, illustrate how salespeople can effectively deal with some common types of "awkward" customers, including both the "how not to" and the "how to." Primarily useful for retail sales.

Credit and Collections for a Small Business. Beacon Films; 1250 Washington Street; P.O. Box 575; Norwood, MA 02062; 617-762-0611. $149.00. Videotape.

In this film, two small businesses are studied to illustrate the principles of credit and collection, credit card systems, and credit investigation services.

Crime Prevention for Small Business. Small Business Reporter. 1984. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-116. $5.00. Pamphlet.

This describes how to protect your business against crime and how to prevent credit card and computer fraud.

"Cultivating Gripes." Venture, December 1983, page 35. Periodical Article.

This short article shows data related to the effect that properly answered customer complaints can have on creating loyal purchasers of your products or services. Includes pointers on establishing an effective complaint resolution service.

The IFM Encyclopedia of Customer Relations. Institute for Management; Old Saybrook, CT 06475. $64.95. Book.

This is a 300-page loose-leaf manual, which includes most facets of customer relations work, with enough detail to assist a company in setting up a new customer relations department.

"Turn Service Reps into Salespeople." Small Business Report, April 1984, page 46. Periodical Article.

Satisfaction with your company's customer service people can turn your customers into salespeople for your products. This article shows how to diagnose customer satisfaction, including ways to design surveys to measure satisfaction levels; tells how to set up a customer service department; and shows how to select and use customer service representatives.

Who Sold You This, Then? XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987; 1-800-431-2395. Videotape.

This tape includes pointers on how service representatives can effectively act as salespeople by responding properly to customer inquiries or complaints.

G. Sales Force Management

"Break the 80/20 Rule: Increase Profits with Improved Sales Force Selection." Small Business Report, May 1984, page 37. Periodical Article.

Because of the high cost of sales force turnover and unproductive salespeople, proper selection of your sales staff can result in a high profit payoff. This article outlines ways to match your product with the kinds of people who will do the best job selling it.

"Compensation: Three Ways to Make Sales Compensation a More Effective Marketing Tool." Sales and Marketing Management, March 12, 1984, page 135. Periodical Article.

This is an explanation of three different kinds of sales compensation incentives which motivate a sales force and match sales compensation to marketing objectives.

How to Improve Sales Management. Harvard Business Review Reprint Series; Soldiers Field; Boston, MA 02163. $12.95. Book.

This book includes articles covering a variety of topics, including sales compensation, promotion, sales staffing, motivation, and training.

Negotiating Profitable Sales. XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987. Videotape.

These two separate videotapes show how proper preparation for negotiation and anticipation of potential objections can result in a "win-win" result.

Selecting and Training Retail Salespeople. Small Business Basics Series. U.S. Small Business Administration; P.O. Box 15434; Fort Worth, TX 76119. $4.75. Pamphlet.

This pamphlet includes basic pointers on how to select and train salespeople in a retail setting.

Training Salesmen to Serve Industrial Markets. Small Business Management Series. U.S. Small Business Administration; P.O. Box 15434; Fort Worth, TX 76119. Publication #36. Pamphlet.

This covers the basics of selecting and training salespeople who call directly on other companies.

H. Salesmanship

"Closing That Sale." Small Business Profit Digest, September 1984, page 5. Periodical Article. This is a list of twelve methods that can help close a sale at the crucial moment.

"Master Your Salesmanship." Computer Decisions, January 1984, page 220. Periodical Article.

This article includes pointers on how to organize a sales presentation, how to sell the benefits of your product, and how to effectively use visual aids to support your presentation.

The Sales Edge. Human Edge Software; 2445 Faver Place; Palo Alto, CA 94303. $250.00. Computer Program.

Based on the salesperson's skills and personality, this program recommends a detailed selling strategy customized for each target. The program runs on IBM-PC or Apple Macintosh.

Selling Ideas. Chase Revel and Don Kracke. 1980. American Entrepreneurs Association; 2311 Pontius Ave.; Los Angeles, CA 90064. 92 pp. $16.95. Book.

This book discusses the necessary preparation, the best prospects, packaging, pricing, cuts, approaching the prospect, closing the deal, and monitoring the progress.

SOLD! DSI Micro Training. NAA Associates, Inc.; P. O. Box 27517; West Allis, WI 53227. $79.50. Computer Program.

This computer-based sales training aid focuses on appropriate techniques for sales calls. It runs on IBM-PC computers.

Telemarketing. MTI Teleprograms, Inc.; 3710 Commercial Ave.; Northbrook, IL 60062. Videotape.

This package of videotapes, workbooks, and audio cassettes is designed to teach a telemarketing staff the proper procedures for basic phone techniques, dealing with customer objections, and closing sales.

The 36 Biggest Mistakes Salesmen Make, and How to Correct Them. George Kahn. Prentice-Hall; Englewood Cliffs, NJ 07362. Book.

These practical pointers are organized into 36 different kinds of mistakes. The book concentrates on showing how to diagnose and solve common errors that salespeople make.

I. International Trade

The Arthur Young Guide to Doing Business Abroad. Charles F. Valentine. 1988. John Wiley & Sons; 605 Third Avenue; New York, NY 10158. $29.95. Book.

This guidebook walks you through the intricacies of doing business in another country.

Federal Taxation of International Transactions: Principles, Planning and Policy. Richard L. Kaplan. 1988. West Publishers; P.O. Box 487; Anaheim, CA 92805. 601 pp. $32.95. Book.

This book explores the theory and practice of levying and collecting taxes on multinational transactions. Also explored is the international legal jurisdicition, or who has the authority to levy taxes in the internat nal arena.

The Global Marketplace. Jerome Rosow, Editor. 1988. Facts on File; 460 Park Ave. So.; New York, NY 10016. 256 pp. $17.95. Book.

This book presents an overview of the economics of international trade.

Global Trends in Services. Albert Bressand, Editor. 1989. Ballinger Publishers; 54 Church Street; Howard Square, Cambridge, MA 02138. 280 pp. $34.95. Book.

This book covers the field of international economic relations within the services field.

The Handbook of International Business. Ingo Walter, Editor. 1988. John Wiley & Sons, Inc.; 605 Third Avenue; New York, NY 10158. $75.00. Book.

This is a comprehensive reference work on international business meant for executives and non-specialists. It contains chapter guides, a detailed index and an extensive bibliography.

Hands Across the Ocean: Managing Joint Ventures with a Spotlight on China and Japan. Susan Goldenberg. 1988. Harvard Business; Gallatin E1176; Boston, MA 02163. 250 pp. $27.95. Book.

This book places specific emphasis on managing international joint ventures within the Oriental marketplace.

Inside Washington: The International Business Executive's Guide to Government Resources. William A. Delphos, Editor. 1988. Madison Books; 12108 Suffolk Terrace; Gaithersburg, MD 20878. 310 pp. $49.95.

This book is a directory of federal resources available to the business person interested in the international market.

International Business. Michael R. Czinkota, et al. 1988. Dryden Press; 901 North Elm; Hinsdale, IL 60521. 768 pp. $31.25.

This book is an illustrated text of the world of international business.

International Business and National Jurisdiction. A. D. Neale and M.L. Stephens. 1988. Oxford University Press; 200 Madison Avenue; New York, NY 10016. 236 pp. $55.00. Book.

This book addresses antitrust law, international business enterprises, and the issue of legal jurisdiction in the international arena of business.

International Business Negotiations: John Wayne Style. John Graham. 1988. Wiley Press; 460 Park Ave. So.; New York, NY 10016. Book.

This book takes a wry look at the expected outcome of conducting international negotiations by using a "John Wayne" style of two-fisted negotiation -- how not to negotiate!

International Business: Theory and Managerial Applications. Robert Grosse and Duane Kujawa. 1988. G.W. Irwin; P.O. Box 945; Enumclaw, WA 98022. $38.95. Textbook, study guide.

This book addresses international business enterprises and the theory of international business management.

International Business Transactions in a Nutshell. Ralph H. Folsom, et al. 1988. West Publishers; P.O. Box 487; Anaheim, CA 92805. 571 pp. $13.95. Book.

This book presents a concise look at international business transactions and international business law.

International Directory of Company Histories Vol. 1 Set. 1988. Gale Research Company; Book Tower; Detroit, MI 48226. $95.00. Directory.

This book is a directory of the business history of companies doing international business.

International Marketing Data and Statistics, 1988. Euromonitor Publications. 1988. Order from: Gale Research Company; Book Tower; Detroit, MI 48226. $185.00. Book.

This book is a compilation of demographics, charts, graphs, and second generation statistics designed to assist the marketing professional in targeting the European market.

Multinational Financial Management. Alan C.Shapiro. 1988. Allyn Publishers; 7 Wells Ave.; Newton, MA 02159. 700 pp. $33.00. Book.

This is an advanced text covering the traditional areas of international corporate finance. It is written from the perspective of a multinational corporation, concentrating on those decision elements that are rarely, if ever, encountered by purely domestic firms. This book presupposes knowledge of college-level basic corporate finance, economics, algebra and statistical analysis.

Multinational Managers and Host Government Interactions. Lee A. Tavis Editor. 1988. University of Notre Dame Press; P.O. Box L; Notre Dame, IN 46556. 320 pp. $22.95. Textbook.

This book addresses how the multinational manager cooperates and coordinates with the company's host government.

Multinational Service Industries. Peter Enderwick. 1988. Routledge, Chapman & Hall; 12108 Suffolk Terrace; Gaithersburg, MD 20878. 256 pp. $67.50. Book.

This book discusses the field of multinational service industries.

Organizing the Multinational Enterprise: An Information Processing Perspective. William G. Egelhoff. 1988. Ballinger Publishers; 54 Church Street; Howard Square; Cambridge, MA 02138. 320 pp. $34.95. Book.

This book explores setting up a transnational company and how to effectively organize in a multinational environment.

Venturing Abroad: Innovation by U. S. Multinationals. Frank C. Schuller. 1988. Quorum Books; Greenwood; 88 Post Road, W.; Westport, CT 06881. 184 pp. $37.95. Book.

This book presents a discussion of the experiences of various U.S. companies that operate in the international arena of business.

J. Federal Procurement

Contracting for City Services: An Annotated Bibliography. Charles B. Williams. 1980. University of Oklahoma; 455 West Lindsey; Room 304; Norman, OK 73019. 42 pp. $3.00. Book.

This book addresses contracting with municipal governments, general contracts and government purchasing.

Federal Acquisition Regulations. U.S. Department of Commerce. 1988. Order from: Publications Sales Distribution Branch; U.S. Department of Commerce; Room 1617D; Washington, DC 20230. 1,728 pp. Order #5196. $35.00. Paperback.

This details the federal government purchasing regulations as of June 1, 1988.

How to Do Business with the Government. Harry Gross. 1979. Pilot Books; 103 Cooper Street; Babylon, NY 11702. 34 pp. $2.50. Paperback.

This book provides guidance in how to do business with the government in the area of purchasing and issuance of public contracts.

Introduction to the Government Market: Local, State, and Federal. Michael Keating and John W. Davis. 1987. Government Product News; 1111 Chester Ave.; Cleveland, OH 44114. 27 pp. $10.00. Book.

This book is an introduction on how to break into the various levels of government to solicit their business.

Selling to the Military. Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402. 161 pp. $8.00. Paperback.

This pamphlet provides firms with the basic steps and information for locating opportunities for sales to the Department of Defense.

United States Government Purchasing and Sales Directory. 1984. Government Printing Office; 1775 Massachusetts Ave., N.W.; Washington, DC 20036-2188. 199 pp. $5.50. Paperback.

This directory will give you names and addresses of those responsible for contract award and administration throughout the federal government. It can serve as a marketing tool for companies desiring to access government channels.

Women Business Owners: Selling to the Federal Government. Superintendent of Documents; U.S. Government Printing Office; Washington, DC 20402-9325; 202-783-3238. 76 pp. Stock #045-000-00247-1. $3.75. Booklet.

This publication tells women business owners how they can market their goods and services to the federal government. It provides information on invitations for bids, requests for proposals, unsolicited proposals, and contracts. Appendices include standard forms and a list of government agency resources for doing business with the federal government.

-VIII-

PERSONNEL MANAGEMENT

A. Interviewing, Hiring, and Staffing

"How to Find and Keep that No. 2 Person." The Business Owner, March 1984, page 4. Periodical Article.
This article addresses how to locate the right person, from inside or outside the company, to eventually take over the leadership of a company. Written from the standpoint of the primary owner/CEO of a smaller company, this article also shows ways to use various kinds of stocks as an incentive.

How to Hire, Train and Manage Your Employees. Marianne Mattera. 1982. Medical Economics Books; 630 Kinderkamack Rd.; Oradell, NJ 07649. $13.95. Book.
This book explains basic rules that employers should follow in order to locate a good pool of applicants and choose the best one. It includes forms which are useful in comparing and evaluating applicants.

"How to Land Top Talent." Computer Decisions, February 1984, page 172. Periodical Article.
This shows how to locate, recruit, and retain top talent and includes tips on analyzing resumes, interviewing, and use of outside agencies.

The Interview Film. Barr Films; 3490 East Foothill Blvd.; P.O. Box 5667; Pasadena, CA 91107. Videotape.
Particularly directed toward EEO and affirmative action programs, this videotape shows how to conduct the entire interview process, from the initial preparation through the final decision.

"The Interview Process." Small Business Report, August 1984, page 57. Periodical Article.
Besides including how to plan an interview ahead of time, this article covers a number of actual questions designed to reveal the candidate's true potential.

Job Description Manual. Screen Printing Association International; 10015 Main St.; Fairfax, VA 22031. 140 pp. Manual.
This publication shows how to write and use job descriptions and includes many samples and practical pointers on the use of job descriptions.

Man Hunt. XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10087. Videotape.
This award-winning videotape shows the wrong and right ways to prepare for an interview and ask questions that draw out the candidate.

"What to Tell Job Candidates." Venture, March 1984, page 43. Periodical Article.
For firms that have a great deal of "company confidential" information, it is often difficult to determine how much to tell candidates for management positions. This article suggests a "multi-stage" interviewing process to help solve the problem.

B. Employee Relations and Productivity

"Add Sparkle to Dull Jobs." Computer Decisions, October 1983, page 136. Periodical Article.
Although the article is written for data processing employees, it applies to any repetitive job. It shows how to apply "job enrichment" techniques to help improve the morale and productivity of employees filling these positions.

"Are You Hearing Enough Employee Concerns?". Harvard Business Review, May 1984, page 127. Periodical Article.

Many employees are reluctant to go "over the head" of their immediate supervisor to resolve problems. In many cases, this not only leaves the problem unsolved, but may cause valuable employees to leave the company. This article shows how to set up a system that can solve that problem.

"Entrepreneurs Who Make Good Bosses." Venture, May 1984, page 68. Periodical Article.

Based on the book The 100 Best Companies to Work for in America, this article examines some of the techniques used to promote good morale and productivity in these companies.

Equal Opportunity. Barr Films; 3490 East Foothill Blvd.; P.O. Box 5667; Pasadena, CA 91107. Videotape.

This 22-minute videotape dramatizes the conflict between a white worker with seniority and a black worker when the black worker is selected for promotion to a supervisory position.

The Fine Art of Keeping Your Cool. National Educational Media, Inc.; 21601 Devonshire St., Suite 300; Chatsworth, CA 91311. Videotape.

This tape shows how to understand the causes of anger, how to control your anger and how to develop more productive relationships with co-workers.

Managing People. Lane. PSI Research; 1287 Lawrence Station Road; Sunnyvale, CA 94089. $33.95. Book.

This loose-leaf binder contains recommendations on employee interaction techniques which will promote higher productivity, better morale, and improved employee relations.

National Productivity Review. 33 W. 60th Street; New York, NY 10023. $100.00 per year. Periodical.

This quarterly publication, with in-depth coverage of productivity, has feature articles on various phases of productivity and also reviews books and articles on the subject.

The Personnel Manager's Legal Reporter. Bureau of Business Practice; Waterford, CT 06385. Newsletter.

This regular newsletter focuses on a variety of employee relations and personnel policy issues.

Productivity by Objectives. Jim Riggs and Glenn Felix. Oregon Productivity Center; 100 Merry Field Hall; Oregon State University; Corvallis, OR 97331. Book.

This book focuses on setting objectives for productivity improvements and using a step-by-step approach to reach them.

"Productivity Problems and Solutions." Boardroom Reports, May 1, 1984, page 3. Periodical Article.

This outlines a step-by-step approach to productivity improvement which includes identifying tasks, determining the effort it should take to do the tasks, deciding whether that much effort makes economic sense, and focusing productivity improvement efforts in areas with the highest paybacks.

What to Do About the Marginal Employee. American Management Association; 135 West 50th; New York, NY 10020. Pamphlet.

This pamphlet sets out some basic recommendations on how to handle the employee whose performance has been marginal.

Who Wants Unions? McGraw-Hill; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. Videotape.

This film is designed to present pros and cons of unionization, and to act as a catalyst to provoke discussion.

C. Performance Evaluations and Appraisals

"Employee Appraisal: When You're the Judge." Computer Decisions, May 1984, page 188. Periodical Article.

This article on how to make the appraisal process successful includes highlights of common problems and suggests ways to solve them. Sample appraisals are included.

"I'm OK--and You're Not." Savvy, April 1984, page 37. Periodical Article.

This includes advice on some techniques that can help make discussion of a performance review an easier task.

Improving Employee Performance/Performance Appraisal. Thoughtware, Inc.; 2699 So. Bayshore Drive, Suite 1000A; Coconut Grove, FL 33133. $450.00. Videotape.

These computer-based tutorials are designed for the IBM-PC or the Apple II computer, to provide interactive instruction in the areas of monitoring, improving, and appraising employee performance levels.

"Measuring Performance." Small Business Report, April 1984, page 10. Periodical Article.

This very short article explains why some firms are changing their measurements of executive effectiveness to better reflect the executive's actual contribution to the company's success.

The Personnel Manager's Handbook of Performance Evaluation Programs. Bureau of Law and Business; 64 Wall Street; Madison, CT 06443. Book.

This handbook outlines basic rules and procedures involved in evaluating employees' performances.

Position Description Manual. ECS; 2 Executive Drive; Ft. Lee, NJ 07024; 201-282-9808. $195.00. Book.

This features in-depth job descriptions for more than 1,000 company positions. While the reference is primarily designed to be used as an aid in creating descriptions, evaluating performance of personnel, and establishing salary grades, it is also of significance in analyzing industries. It describes positions in extreme detail, gives typical educational and experience backgrounds, and tells the responsibilities for each of the jobs.

Positive Program for Performance Appraisal. Harvard Business Review Reprint Service; Soldiers Field; Boston, MA 02163. Periodical Article.

This reprint of a periodical article by Alva Kindall and James Gatza explains how to develop a performance appraisal program which will motivate employees.

D. Employee Discipline and Termination

"Employee Handbook Deemed Employee Contract." Small Business Report, December 1983, page 7. Periodical Article.

This is a very brief article explaining a Nevada case in which an employee's termination was deemed to be in violation of the implied contract in the company's employee handbook.

"Firing Employees: Can You? Should You?" Computer Decisions, November 1983, page 278. Periodical Article.

Rather than focusing on the legal aspects, this article looks at the psychological aspects of firing. It outlines some "not so good" reasons for terminating an employee and examines problems that an unjust firing may cause.

"How to Protect Your Company When Firing Employees or Executives." The Business Owner, February 1984, page 18. Periodical Article.

This is a one-page checklist of steps that companies should take after terminating a key executive.

I'd Like a Word With You. XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987. Videotape.

Although humorous, this videotape illustrates both the "how not to" and the "how to" of the difficult technique of holding a disciplinary interview with an employee.

"When You Have to Play the S.O.B." Computer Decisions, June 1984, page 130. Periodical article.

Playing the "bad guy" is often necessary in order to be an effective manager. This article shows examples of situations which require a tough approach.

E. Personnel Policies

Encyclopedia of Pre-Written Personnel Policies. Bureau of Law and Business; 64 Wall Street; Madison, CT 06443. $81.50. Book.

This loose-leaf binder includes a variety of pre-written policies, questionnaires, forms, and checklists.

The IFM Guide to the Preparation of a Personnel Policy Manual. Institute for Management; Old Saybrook, CT 06475. $64.95. Book.

This publication includes a thorough review of hundreds of different policies.

Modern Personnel Checklists. Melucci. Warren, Gorham, and Lamont; 210 South Street; Boston, MA 02111. $56.00. Book.

This contains a variety of checklists to help managers and personnel administrators cover important aspects of such personnel areas as policy planning, recruitment and hiring, on-the-job policies and procedures, wage and salary administration, and employee-management relations.

Modern Personnel Forms. Sauner and Douglas. Warren, Gorham, and Lamont; 210 South Street; Boston, MA 02111. $52.00. Sample Forms.

This thick binder includes sample forms to cover almost every type of personnel problem.

"An Ounce of Prevention." INC., October 1984, page 153. Periodical Article.

This includes pointers on how companies can rewrite their personnel policies to minimize the chances of the success of a suit charging the firm with discrimination.

Personnel Guidelines. Small Business Reporter. 1985. Bank of America; Department 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-115. Pamphlet.

One of the Bank of America series, this short booklet explains and lists some basic considerations in hiring, recruiting, compensation, and personnel management.

"Staff/Line": A Distinction That Can Impede Instead of Expedite Line Operations." Small Business Report, March 1984, page 27. Periodical Article.

This article examines some of the reasons why a good staff organization is essential to a business. It sets out a list of guidelines for promoting good staff-line relationships.

"Yes! Even a Small Company Needs a Personnel Policy Manual." In Business, February 1984, page 50. Periodical Article.

This is an overview of some of the reasons why even smaller firms will find that written personnel policies can improve management effectiveness.

F. Salary Policies

The American Almanac of Jobs and Salaries. John W. Wright. Avon; 1790 Broadway; New York, NY 10019. $12.95. Book.

This has details and explanations of the job characteristics and salary levels for various kinds of jobs within the U.S. Tables show ranges of salaries for different levels within a profession.

Executive Compensation. Harvard Business Review Reprint Service; Soldiers Field; Boston, MA 02163. Both parts for $21.90; each separate part for $10.95. Books.

This deals with overall policy on executive compensation and the practical application of policies.

"Executive Compensation: Pay for Performance and Get It (Don't and You Won't)." Small Business Report, June 1984, page 57. Periodical Article.

The trend in compensation packages is to pay for demonstrated performance. Evaluations indicate that this usually results in higher performance than plans which are not based on performance. It shows sample pay scales and explains different kinds of incentive compensation.

"Salary and Tax Planning for You and Your Executives." The Business Owner, October 1983, page 12. Periodical Article.

These are examples of how to include deferred compensation in your company's package for top executives. They show how the use of "nonqualified" plans may sometimes be preferable to meeting federal requirements for qualified plans.

"Unreasonable Compensation." INC., September 1983, page 116. Periodical Article.

The IRS will often assess penalties to smaller companies whose owner/managers award themselves "excessive" pay. This article shows ways to document the basis for executive pay that will help avoid IRS challenges.

G. Employee Benefits

"The Control of Health Care Costs." Small Business Report, September 1983, page 32. Periodical Article.

This three-part series focusing on ways for smaller firms to gain control of their health care costs discusses cafeteria plans, wellness plans, and self-insurance.

Employee Benefits Book Catalog. International Foundation of Employee Benefit Plans; 18700 West Bluemound Road; Brookfield, WI 53005. Book.

This is an annually updated bibliography of books on the subject of employee benefits. The same association also publishes a separate bibliography entitled "Employee Benefits: Information Sources."

Employee Benefits Programs: Management, Planning, and Control. Ernest J.E. Griffes, Editor. Dow Jones-Irwin Books; 1824 Ridge Road; Homewood, IL 60430. $19.95. Book.

All aspects of employee relations are covered in this book, with an emphasis on how to strategically plan such programs. It includes some practical guidelines for establishing and managing such programs.

"How to Put More Money Aside for Your Retirement." The Business Owner, January 1984, page 9. Periodical Article.

This is a description of how to set up a deferred compensation plan, including a listing of the major advantages and disadvantages. It lays out the options the company has for providing funds for later disbursement to the retired employee.

Innovative Benefits. Hewitt Associates; 100 Half Day Road; Lincolnshire, IL 20212. Book.

This is one of a number of studies on employee benefits produced by Hewitt Associates.

"Pension and Benefits Planning for Smaller Corporations." INC., August 1984, page 87. Periodical Article.

This special advertising section includes a number of valuable articles about the basics of benefit and pension planning.

"Widen Your Fringe-Benefit Menu with a Cafeteria Plan." The Professional Report, September 1983, page 9. Periodical Article.

This outlines some of the major components and benefits of using a cafeteria plan to allow employees to select the fringes that are "right" for them. Advice on how to set up such a plan is included.

H. Training

"The In-House Training Advantage." Computer Decisions, October 1983, page 106. Periodical Article.

Focusing on training related to computers and office automation, this article argues that the best "bang for the buck" can be gained by setting up training sessions within the company, rather than relying on outside seminars.

Training for Small Business. Robert L. Craig and Christine J. Evers. 1976. 7 pp. Pamphlet.

Lists publications that are related either directly to training in small businesses or for training in organizations of any size.

Training Directory for Business and Industry. Gale Research Company; Book Tower; Detroit, MI 48226; 800-223-4253 or 313-961-2242. 659 pp. $59.95. Directory.

This directory provides information on courses and training offered by more than 1,600 companies. Separate sections let you scan for specific topics and for locations of the firms. In addition to structured courses and programs, the directory lists firms that will custom-design in-house programs for businesses.

"What a Well-Designed Training Room Should Have." Office Administration and Automation, July 1984, page 30. Periodical Article.

This article cites examples, including photos, of how to design a training facility. It shows how to plan for alternate use, such as a conference room, and how to include computer-based training.

You'll Soon Get the Hang of It. XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987. Videotape.

This videotape shows the major pitfalls in the three major kinds of training (manual, clerical, technical) and how to avoid them. It shows how to organize the training to fit individual learning styles and when to use different motivational techniques.

FRONT OFFICE ADMINISTRATION

A. Management Efficiency

Boards of Directors. Harvard Business Review Reprints; Soldiers Field; Boston, MA 02163. Two volumes for $26.90, or $11.95 for Part I and $14.95 for Part II. Books.

Articles in Part I focus on the role of an active and vigorous board of directors. Part II concentrates on how the board must deal with public demands for improved control over corporate affairs.

Delegate -- Don't Abdicate. National Educational Media; 21601 Devonshire Street; Chatsworth, CA 91311. Videotape.

This tape, designed for both new and experienced managers, illustrates principles of effective delegation.

Do You Think You Can Manage? XICOM/Video Arts; Sterling Format; Tuxedo, NY 10987. Videotape.

This film helps new supervisors make a smooth transition into management and shows managers how to prepare promising individuals for eventual promotion into management.

Evaluating a Business. Beacon Films; 1250 Washington Street; P. O. Box 575; Norwood, MA 02062. $149.000. Videotape.

This covers how to correctly evaluate a business, and what to look for, and how to correctly determine its potential.

"Getting Organized: The Big Mistakes, and How to Avoid Them." Boardroom Reports, February 1, 1984, page 13. Periodical Article.

This includes basic tips on how to improve your efficiency by using simple techniques in handling paper, setting up follow-up systems, delegating, and time management.

High-Output Management. Andrew Grove. Random House, Inc.; 201 E. 50th St.; New York, NY 10022. Book.

This book includes examples of practical techniques that can be used in day-to-day management.

Machiavelli. Barr Films; 3490 East Foothill Blvd.; P.O. Box 5667; Pasadena, CA 91107. Videotape.

This "open-ended" film presents two different views of management styles (authoritarian and democratic), allowing viewers to draw their own conclusions about which is more effective.

A Passion for Excellence. Tom Peters and Nancy Austin. Random House. Book.

This book concentrates on the kinds of actions that successful businesses take to maintain good customer relations, high employee morale and better productivity.

"The Politics of New Venture Management." Harvard Business Review, November 1983, page 8. Periodical Article.

New businesses must satisfy a "constituency" made up of lenders, suppliers, and customers, who all want assurances that the business will survive. The article shows some ways to minimize these problems.

The Time Trap. Alec Mackenzie. McGraw-Hill; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. $3.95. Book.

This is a set of straightforward suggestions and directions on time management techniques.

Working Smart. Michael LeBoeuf. Warner, Gorham, and Lamont; 210 South Street; Boston, MA 02111. $2.95. Book.

This book covers not only time management, but also a variety of techniques aimed at reducing "waste motion" in a manager's workday.

B. Negotiation

The Art and Science of Negotiation. Howard Raiffa. Harvard University Press; Soldiers Field; Boston, MA 02163. Book.

This book includes case studies and other practical material showing how to effectively handle all sorts of bargaining situations.

The Art of Negotiating. Gerald I. Neirenberg. Cornerstone Library. $5.95. Book.

This is a thorough look, with lots of illustrative anecdotes, on the underlying factors and techniques of negotiation.

Negotiating Strategies. Harvard Business Review Reprint; Soldiers Field; Boston, MA 02163. $9.00. Book.

This collection of nine articles covers different aspects of negotiation, including ways to negotiate with employees and partners, and other "nonadversary" situations.

The Negotiation Edge. Human Edge Software; 2445 Faver Place; Palo Alto, CA 94303. $295.00. Computer Program.

This computer-based program develops individualized strategies for negotiation based on the user's evaluation of the issues involved, the personalities of the negotiators, and other important factors. It runs on IBM-PC or Apple Macintosh.

C. Managing Meetings

"The Business of Meetings Is Business." Computer Decisions, January 1984, page 114. Periodical Article.

This article explains in detail how "process oriented" meetings should function. It uses diagrams and extensive discussion to cover all aspects of planning and holding a meeting.

The Executive's Guide to Meetings, Conferences, and Audiovisual Presentations. James R. Jeffries and Jefferson D. Bates. 1982. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 256 pp. $18.95. Book.

This is an overall summary of techniques that apply to planning and executing meetings and to improving presentational skills.

Meetings, Bloody Meetings. XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987. Videotape.

This humorous film deals with the major failings that make some meetings a complete waste of time.

Seminar Promoting. 1981. American Entrepreneurs Association; 2392 Morse Ave.; Irvine, CA 92714-6234. $35.00.

This discusses how to put on seminars so that you can make big profits.

D. Conflict Management

Conflict and Cooperation in Management. Harvard Business Review Reprint; Soldiers Field; Boston, MA 02163. $12.95. Periodical article.

This book contains sixteen articles on methods of using teamwork to solve various problems relating to business conflict.

Dealing with Conflict. Harvard Business Review Reprint; Soldiers Field; Boston, MA 02163. $14.95. Book.

This book explains, through a series of articles, how various types of conflict occur and how managers can put conflict to work in a positive way.

Management of Conflict. XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987. Videotape.

This film on how to identify different kinds of conflict and their causes shows five different modes of coping with situations. It includes simulations to illustrate application of these principles.

"Managing Employees You Could Do Without." Computer Decisions, March 1984, page 68. Periodical Article.

Tips on how to recognize and deal with various kinds of problem employees, including "workaholics," "goldbricks," and "excusemakers."

E. Hiring Consultants/Contractors

Consulting Services. Harvard Business Review Reprints; Soldiers Field; Boston, MA 02163. $9.00. Book.

These nine articles address how to efficiently choose and use consulting services.

"Contractually Speaking." Forbes, February 13, 1984, page 150. Periodical Article.

This discussion about the basics of employment contracts explains the ten basic provisions that are normally included in such contracts and offers advice on how the terms should be negotiated.

"Independent Contractor or Company Employee." Small Business Report, January 1984, page 37. Periodical Article.

Making an error in classifying an individual as an outside contractor instead of an employee can result in heavy IRS and state penalties. This article explains the "safe haven" and "common law" tests which apply to such individuals, and explains some pitfalls to avoid.

"Managing Consultants: Get Your Money's Worth." Computer Decisions, July 1984, page 104. Periodical Article.

This roundtable discussion focuses on reasons to retain an outside advisor, maintaining control over the project, and steps necessary to choose the best consultant for the job.

F. Decision Making/Problem Solving

"Creative Group Techniques." Small Business Report, September and October 1984, page 52. Periodical Articles.

This is a series of articles showing how to use brainstorming and related techniques to solve business problems.

Decision Making. Barr Films; 3490 East Foothill Blvd.; P.O. Box 5667; Pasadena, CA 91107. Videotapes.

This series of three videotapes covers values, goals, alternatives, information, outcomes, and actions associated with successful decision making.

Decisions, Decisions. XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987. Videotape.

This videotape utilizes humorous, but effective, pointers using roleplaying situations to illustrate basic decision-making techniques.

"Problem Solving: A Logical Approach." Business Computer Systems, February 1984, page 31. Periodical Article.

This one-page article sets out some practical guidelines for analyzing and solving problems.

A Whack on the Side of the Head. Roger von Oech. Warner Books; 666 Fifth Avenue; New York, NY 10103. $8.95. Book.

This book shows a number of ways to unleash imagination to solve complex problems. It offers a wide variety of techniques to improve creativity.

G. Communications

Are You Listening? Barr Films; 3490 East Foothill Blvd.; P.O. Box 5667; Pasadena, CA 91107. Videotape.

This videotape shows how to avoid jumping to conclusions, how to use your thinking speed as the other person talks, and how to keep your prejudices from influencing your listening.

Making Your Case. XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987. Videotape.

This film on presentational skills shows how to state your position, explain terms and concepts, and convince your audience.

What Do You Mean I Can't Write? John Fielden. Harvard Business Review Reprint Series; Soldiers Field; Boston, MA 02163. Pamphlet.

This is a reprint of an article which offers some clear pointers on how to communicate effectively in writing.

H. Quality Control/Quality Assurance

A Practical Approach to Quality Control. Rowland H. Caplen. 1983. Gower Publishing Company; Old Post Rd.; Brookfield, VT 05036. 326 pp. $17.00. Book.

This book presents a good introduction to the practical aspects of quality control.

Applications of Quality Control. Rosander. 1985. Dekker, Marcel, Inc.; 270 Madison Avenue; New York, NY 10016. 400 pp. $49.75. Book.

This book addresses how to apply quality control techniques and how they can improve business operations.

Elementary Statistical Quality Control. Irving W. Burr. 1978. Dekker, Marcel, Inc.; 270 Madison Avenue; New York, NY 10016. 432 pp. $34.75. Book.

This book presents an analysis of statistical quality control. It presupposes a knowledge of statistical analysis methods and mathematics.

Auditing the EDP Quality Assurance Function. William E. Perry. 1986. Quality Assurance Institute; 9222 Bay Point Drive; Orlando, FL 32819. 104 pp. $24.95. Book.

This book covers the functions necessary for the development of quality control in relation to electronic data processing.

In-Process Quality Control for Manufacturing. Barkman. 1989. Dekker, Marcel, Inc.; 270 Madison Avenue; New York, NY 10016. 336 pp. $99.75. Book.

This book describes quality control procedures for use in a manufacturing firm.

Introduction to Quality Control. Donald Del Mar and George Sheldon. 1988. West Publishers; P.O. Box 64526; 50 W. Kellogg Blvd.; St. Paul, MN 55102-1611. 511 pp. $49.00. Book.

This textbook is an introduction to the application of quality control techniques.

Process Quality Control. Ellis R. Ott. 1975. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 416 pp. $44.95. Book.

This book covers the general field of quality control in a technical and engineering environment.

Procurement Quality Control. American Society of Quality Control; 230 W. Wells St.; Suite 7000; Milwaukee, WI 53203. 71 pp. $67.50. Book.

This book presents a discussion of quality control in relation to business procurement. This book presupposes a basic knowledge of statistical mathematics.

Productivity Teams: Beyond Quality Circles. Walter H. Gmelch and Val D. Miskin. 1984. John Wiley & Sons, Inc.; 605 Third Ave.; New York, NY 10158. 304 pp. Textbook.

This book addresses how to improve quality by incorporating productivity teams. A leader's guide is available.

QC Circles: Applications, Tools and Theory. Davida M. Amsden, Editor. American Society of Quality Control; 230 W. Wells St.; Suite 7000; Milwaukee, WI 53203. 174 pp. $13.00. Book.

This book emphasizes the practical aspects of quality control circles as a means of improving productivity and worker participation. It is designed to provide managers with an understanding of how to install quality circles, steps necessary to implement goals, the benefits the organization will reap and problems it may encounter if proper procedure is not followed.

Quality Assurance and Control: A Bibliography of Application. J. W. Coupland, Editor. 1983. Institute of Electrical Engineers; 345 E. 47th St.; New York, NY 10017. $37.00. Book.

This book is a selected detailed bibliography on quality assurance and control. The headings in the booklet include quality control, technology, and electrical engineering.

Quality Assurance in Research and Development. Roberts. 1983. Dekker, Marcel, Inc.; 270 Madison Avenue; New York, NY 10016. $45.00. Book.

This book presents a discussion of quality assurance in the research and development phase.

Quality Assurance in Service Organizations. DiPrimo. 1987. Chilton Book Co.; Chilton Way; Radnor, PA 19089. 200 pp. $27.50. Book.

This book covers the field of quality control and assurance for service based organizations.

Quality Assurance System Development Reviews. William E. Perry. 1981. Quality Assurance Institute; 9222 Bay Point Drive; Orlando, FL 32819. $24.95. Book.

This book presents several critical reviews of quality assurance systems.

Quality Assurance: The Route to Efficiency and Competitiveness. Lionel Stebbing. 1986. Halsted Press; 605 Third Ave.; New York, NY 10158. 231 pp. $66.95. Book.

This book discusses quality assurance and how it can be used as a competitive tool.

Quality Control and Reliability: Handbook of Statistics. P. R. Krishnaiah, Editor. 1988. Elsevier; 52 Vanderbilt Avenue; New York, NY 10017. 500 pp. $102.00. Handbook.

This publication is a statistical handbook covering the quality control field.

The Quality Control Audit: A Management Evaluation Tool. Charles E. Mills. 1988. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 288 pp. $42.50. Book.

This book explores the use of quality control as a management tool for greater productivity.

Quality Control in Architectural and Engineering Offices: A Selective Bibliography and Sources for Information. David K. Ballast. 1987. Vance Bibliographies; P.O. Box 229; 112 N. Charter Street; Monticello, IL 61850. 8 pp. $3.00. Pamphlet.

This pamphlet is a selected bibliography on quality control. It specifically addresses this topic as related to architecture and engineering.

Quality Control for Profit. Lester, et al. 1985. Dekker, Marcel, Inc.; 270 Madison Avenue; New York, NY 10016. 496 pp. $69.75. Book.

This book presents a discussion on the use of quality control programs as a managerial tool in the industrial engineering sector.

Quality Control Handbook. J. J. Juran, Editor. 1988. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 1536 pp. $79.50. Textbook.

This is a reference work written by 42 experts, which covers managing quality functions, statistical methods, and quality in leading industrial processes.

Quality Control, Reliability, and Engineering Design. Dhillon. 1985. Dekker, Marcel, Inc.; 270 Madison Avenue; New York, NY 10016. 312 pp. $59.75. Book.

This book discusses how quality control and relibility affect engineering design.

Quality Control Systems: Procedures for Planning Quality Programs. 1988. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 640 pp. $49.50. Book.

This book addresses quality control planning and the procedures for implementing quality control systems within an organization.

Quality Planning and Analysis: From Product Development Through Use. Joseph M. Juran and Frank M. Gryna. Jr. 1980. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. $55.95. Book.

This is a comprehensive look at the entire quality control and analysis procedure.

Statistical Quality Control. Eugene L. Grant and Richard Leavenworth. 1979. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. $50.95. Book.

This is probably the best known text on the title subject. It is designed as a practical working manual for production and inspection supervisors, engineers, and management to explain techniques useful in improving product quality and reducing costs.

Statistical Quality Control. W. H. Klippel, Editor. 1984. Society of Manufacturing Engineers (SME); P.O. Box 930; 1 SME Dr.; Dearborn, MI 48121. 255 pp. $38.00. Book.

This book addresses the statistical applications of quality control. This book presupposes a knowledge of statistical mathematics.

Total Quality Control. Armand V. Feigenbaum. 1983. McGraw-Hill Book Co.; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. 768 pp. $58.00. Book.

This book provides modern methods and techniques in a book directed to all persons responsible for the successful operation of an organization. It explains how to plan a quality program, set up an appropriate organizational structure to implement it, engineer the required plans, and involve all departments and the entire work force in the endeavor.

COMPUTERS AND DATA PROCESSING

A. Basic Information About Computers

Business Computers from A to Z. Small Business Reporter. Bank of America; Dept. 3631; P.O. Box 37000; San Francisco, CA 94137. SBR-208. $9.50. Pamphlet.

This publication discusses how to choose a microcomputer system and automate a business. Worksheets are included to help work through the complex process of putting the right microcomputer to work in a business.

Computers Made (Ridiculously) Easy. Blotnick. McGraw-Hill; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. $12.95. Book.

This book is designed for complete novices in the field of computers.

DSI Micro Training Catalog. DSI Micro, Inc.; 770 Broadway; New York, NY 10003. Catalog.

This publication, which is updated regularly, contains a listing of computer-based training resources. It indicates which computers each program can run on, and includes a short description of each program.

The Executive's Guide to Small Business Computers. Digital Equipment Corporation; 129 Parker Street (Attention: Media Response Manager); P.K. 3-2/M94; Maynard, MA 01754. Book.

This is a guide to terminology of computer systems and the steps involved in making a proper choice of a system.

The Microcomputer Literacy Program. McGraw-Hill; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. Collection of course materials.

This course includes nine audio cassettes, two workbooks, and general reference materials. It is intended to provide a thorough understanding of microcomputer functions and components.

Microcomputers: An Introduction. McGraw-Hill; 13955 Manchester Road; Manchester, MO 63011; 1-800-262-4729. Videotape.

This film will help employees of all levels understand and deal with microcomputers effectively.

"Micro to Mainframe Links." Computer Decisions, July 1984, page 162. Periodical Article.

This analysis of some of the products which allow mainframe computers to communicate with personal computers discusses each of the common methods used, and lists vendors who offer related services or products.

What is a Computer?/What Is a Word Processor? XICOM/Video Arts; Sterling Forest; Tuxedo, NY 10987. Videotapes.

This series of three videotapes explains the basics of computers and word processors, the hardware components and different kinds of software. The "Computer" film is animated, while the "Word Processor" film uses real systems and people to illustrate its points.

Your Small Business Computer. Donald R. Shaw. 1981. Van Nostrand Reinhold Co.; 135 W. 50th St.; New York, NY 10020. 256 pp. Book.

This shows how to deal effectively in the world of computer types, costs, programs, forms, procedures, terminology, proposals, and contracts.

B. How To Choose and Purchase Computers

"Buying a Micro: What the Salesman Hasn't Told You Until Now." Office Administration and Automation, April 1984, page 24. Periodical Article.

This is a "buyer beware" article showing some common pitfalls in purchasing a microcomputer from a retail store. It points out such problems as incompatibility between system components, "user hostile" software, documentation, and training.

"Buying Your First Computer." In Business, December 1983, page 24. Periodical Article.

This is a step-by-step explanation of the process of assessing computer needs, evaluating vendors, and making a purchase decision. It also shows how to do a cost-benefit analysis.

"Computer Choices: Making Sense out of High Technology." Venture, November 1983, page 69. Periodical Article.

This is a special supplement containing a number of articles and ads showing how smaller firms can effectively use computer power. It includes case studies and a "Newcomer's Guide to Business Computers."

"Getting Down to Specifics." Business Computer Systems, December 1983, page 94. Periodical Article.

This is a detailed description of what is included in a "request for proposal" for a computer system, and how it can be used to make a purchase go more smoothly.

How to Select a Business Computer. PSI Research; 1287 Lawrence Station Road; Sunnyvale, CA 94089. $29.95. Book.

This loose-leaf binder contains discussion and necessary forms to evaluate a company's computer needs and evaluate and choose the best computer system.

"Selecting a Small Business Computer." Harvard Business Review, February 1984, page 26. Periodical Article.

As well as including an overview of the factors that a purchaser of a small business computer system should examine, this article has charts that indicate the appropriate computer cost for a given range of sales and for various volumes of records handled.

Your First Computer: Deciding If You Need One, Avoiding the Pitfalls by Planning and Careful Selection. Alexander Grant and Company; Prudential Plaza; 39th Floor; Chicago, IL 60601. Pamphlet.

This is an introductory pamphlet which explains the basics involved in deciding if your firm needs a computer and in methodically comparing before purchasing.

C. Using Computers to Solve Business Problems

Computer-Assisted Business Plans. Gerry Young and Matt Oppenheimer. Prentice-Hall; Englewood Cliffs, NJ 07362. Book.

These practical guidelines show how to use microcomputers to put together winning business plans for loans and venture capital.

"General Ledger's Bottom Line." Business Computer Systems, August 1984, page 92. Periodical Article.

This explains how the various components of a computerized accounting system can be integrated to result in a smoothly functioning system and better management information.

Keyguide to Information Sources in CAD/CAM. Ergosyst; Old Post Road; Brookfield, VT 05036; 802-276-3162. 300 pp. $65.00. Book.

This reference guide steers you to sources of information on computer-aided design/computer-aided manufacturing (CAD/CAM). It includes a bibliography covering all aspects of advanced manufacturing. It steers you to in-print information on specific technologies such as artificial intelligence, computer-integrated manufacturing, and more. Included in a separate section is an international directory of names, addresses, and activities of over 200 organizations in 50 countries, active in advanced manufacturing.

"Presentation Graphics: Producing a Hit Show." Computer Decisions, September 1984, page 150. Periodical Article.

This is a discussion of some of the presentation graphics software and output devices which make it easier to plan and put together a complex graphics presentation.

D. Computer Operations

"Common Sense and Computer Security." Harvard Business Review Reprint Series, April 1984, page 112. Periodical Article.

This is a broad overview of the security problems associated with personal computers and offers suggestions on how all levels of management can get the information required to make informed decisions on security.

Computer Management. Harvard Business Review Reprint Series; Soldiers Field; Boston, MA 02163. $12.95. Book.

This book contains articles which focus on applying and using computer technology in a business environment.

"DP Disaster: Ready or Not." Computer Decisions, September 1984, page 84. Periodical Article.

This is a discussion on various aspects of planning for data processing disasters.

"How Personal Computers Can Trip Up Executives." Business Week, September 24, 1984, page 94. Periodical Article.

Now that microcomputers and spreadsheets are appearing throughout the corporation, many of the problems that can be caused by hasty or inaccurate models are beginning to appear. This article shows several examples of actual problems that have occurred because of poor use of spreadsheet models.

Managing and Using Computers. Harvard Business Review Reprint Series; Soldiers Field; Boston, MA 02163. $12.95. Book.

This book contains articles which focus on applying and using computer technology in a business environment.

"Tending to Your Micros. Computer Decisions, August 1984, page 154. Periodical Article.

This is an explanation of the considerations that must be given to the operating environment of business microcomputers. It discusses dust covers, surge protectors, and uninterruptable power supplies.

E. Accessing Computerized Resources

The Complete Handbook of Personal Computer Communications. Alfred Glassbrenner; St. Martins Press; 175 Fifth Avenue; New York, NY 10010. Book.

This book is an exploration of the world of computer telecommunicatons: bulletin boards, data bases, on-line services, etc.

COMPUTER ASAP. Information Access Company; 362 Lakeside Drive; Foster City, CA 94404-9888; 800-227-8431. The data base is contained in DIALOG file 675. But abstracts of the articles are contained in the separate COMPUTER DATABASE, DIALOG file 275.

This includes intelligence on specific computer ,hardware, peripherals, software, or service companies. It's a new full-text, indexed, data base covering ten of the top computer industry publications. Included in the electronic data base are weekly and monthly magazines, Mini-Micro Systems, MacUser, PC Magazine, Datamation, MacWeek, PC Week, Government Computer News, MIS Week, Computer Decisions, and Wall Street Computer Review. Additional entries are expected to be added.

Directory of On-Line Data Bases. Cuadra/Elsevier; 52 Vanderbilt Avenue; New York, NY 10017. Directory.

This directory of over 3,500 on-line data bases is published quarterly. It lists brief description, access parameters, cost, etc.

Encyclopedia of Information Systems and Services. Gale Research Company; Book Tower; Detroit, MI 48226; 800-223-4253 or 313-961-2242. U.S. volumes, $240; international volume, $210. Directory.

This three volume reference provides detailed descriptions of the products and services of producers and vendors of electronic information. Also included is information on journals, newsletters, directories, user aids, and other publications. Some 4,250 information organizations and over 30,000 products and services are detailed in the three volumes. The typical entry gives organization name, address, telephone number, year founded, key personnel, related organizations, a description of the system or service, and more. Two volumes address U.S. information only; the third is an international reference.

How To Look it Up On-Line. Alfred Glassbrenner; St. Martins Press; 175 Fifth Avenue; New York, NY 10010. Book.

This book is a guide to computer data searches offering tips and guidance to the novice as well as the experienced user.

NTIA Information Services Report. National Technical Information Service; 5285 Port Royal Road; Springfield, VA 22161; 703-487-4650. 146 pp. Order #PB88-244421/WBE. $6.95. Book.

This is a study of the information services, both voice and computer, available via telecommunications networks in the United States and a number of foreign countries. It presents a review of the information services available to business and residential users. It makes recommendations on the role government agencies should play to encourage expansion of electronic data base use.

COMPUTERIZED RESOURCES

A. On-Line Services

AP Online. The Associated Press; 50 Rockefeller Plaza; New York, NY 10020; 212-621-1500. On-line news service.

The Associated Press's on-line news wire covers the top stories in national and international news, and provides headline updates, news briefs, stock market news and sporting event scores hourly, and Dow Jones updates every 30 minutes. Access methods include: CompuServe, Delphi, Dialcom, and The Source at 300, 1200, or 2400 BPS.

CompuServe. CompuServe; 5000 Arlington Center Blvd.; Columbus, OH 43220; 1-800-848-8199. Sign up fee: $39.95. Access fees vary. On-line information service.

This is an information service offering electronic mail; more than 400 data bases; over 140 Special Interest Groups (SIGs), gateway services to official Airline Guide, flight schedule and reservations. Access methods include: local phone service, Telenet, Tymnet or DataPac at 300, 1200, 2400, 4800 or 9600 baud-per-second (BPS).

Delphi. General Videotex; 3 Blackstone Street; Cambridge, MA 02139; 1-800-544-4005. Sign-up fee: $49.95. Access line costs vary. On-line service.

This information service, aimed at individuals and corporate users, offers electronic mail; stock and commodity quotes; more than 150 data bases; 30 SIGs; and gateway services to OAG, EAASY Sabre, Dialog, CAIN (Computerized AIDS Information Network), and Healthnet. Access methods include: Telenet, and Tymnet at 300, 1200, or 2400 BPS.

Dialcom Services. Dialcom; 6120 Executive Blvd.; Rockville, MD 20852; 1-800-435-7342. Registration fee: $25.00. On-line charges vary. Electronic mail network.

This network spans 17 countries and is geared toward corporate users. Its fifteen data bases include Associated Press, Business Wire, Government News, United Press International, stock reports, and clipping service. It has gateway service to Dow Jones News/Retrieval, EAASY Sabre, Fedwire, and OAG. Access methods include: Telenet, Tymnet, ConnNet, or WATS at 300, 1200, or 2400 BPS.

EasyLink Service. Western Union Telegraph Co.; One Lake Street; Upper Saddle River, NJ 07458; 1-800-527-5184. InfoMaster costs 15 cents per minute plus $8.00 for each successful search. Electronic mail charges are by the character. Minimum monthly billing is $25.00. Electronic mail service.

This information service incorporates InfoMaster search interface, and offers gateway services to FYI, EasyNet, OAG and Dow Jones News/Retrieval. Access methods include: local access numbers, Tymnet, and WATS at 300, 1200, 2400, or 9600 BPS.

GEnie. General Electric Information Services Co.; 401 N. Washington St.; Rockville, MD 20850; 1-800-638-9636. Sign-up fee: $29.00. Access costs vary. Information source.

This service is home user oriented, and offers electronic mail, more than 80 data bases, over 40 SIGs, on-line conferencing and public-domain software libraries. It has gateway services to EAASY Sabre, Dow Jones News/Retrieval, American Express Advance, Vestor, and Comp-U-Store. Access methods include: local access numbers in 550 U.S. cities at 300, 1200, or 2400 BPS.

The Source. Source Telecomputing; 1616 Anderson Rd.; McLean, VA 22101; 1-800-336-3366. Access costs vary with a minimum $10.00 monthly billing. Sign-up fee: $29.95. On-line information source.

This includes more than 200 data bases which target business and financial researchers, and offers several SIGs and user groups and electronic mail with paper delivery options. It also offers gateway service to Grolier's Encyclopedia, Investext (brokerage research reports), OAG, Profiteer (stock analysis), Real Time Stock Quotes, and Stockvue. Access methods include: Telenet at 300, 1200, or 2400 BPS.

Standard & Poor's News On-Line. Standard & Poor's Corp.; 25 Broadway; New York, NY 10004; (Call Collect) 212-208-8622. News wire service/data base.

This on-line edition of a basic business source contains financial news and statistics on approximately 12,000 publicly held corporations, including all of the companies listed on the New York Stock Exchange, American Stock Exchange, and NASDAQ, plus all initial public offerings. Access methods include: Citibank Global Report and Dialog at 300, 1200, or 2400 BPS.

B. Data Base Vendors

BRS After Dark. BRS Information Technologies; 1200 Route 7; Latham, NY 12110; 1-800-468-0908. Subscription fee: $75.00, and $12.00 monthly minimum billing. On-line charges vary. Data base.

This is a less expensive menu-drive service aimed at the home market, which contains a subset of the BRS Search and BRS Colleague data bases and is available from 6 p.m. until 6 a.m. Access is via Telenet, Tymnet, or WATS at 300, 1200, or 2400 BPS.

BRS Colleague. BRS Information Technologies; 1200 Route 7; Latham, NY 12110; 1-800-468-0908. Subscription fee: $95.00, and minimum $20.00 monthly billing, with on-line charges ranging from $6.00 to $156.00 per hour. Data base.

This data base contains bibliographic references to and full text of books and journals covering business, finance, education, energy and environment, medicine, science, social science, and the humanities. It offers physician SIGs. Other services include electronic mail and on-line help. Access methods include: Telenet, Tymnet, or WATS at 300, 1200, or 2400 BPS.

BRS Search. BRS information Technologies; 1200 Route 7; Latham, NY 12110; 1-800-468-0908. $75.00 annual fee with no monthly minimum. Data base.

This data base contains bibliographic references to and full text of books and journals covering business, finance, education, energy and environment, medicine, science, social science, and the humanities. Other services include electronic mail, SIGs, and on-line help. Access methods include: Telenet, Tymnet, or WATS at 300, 1200, or 2400 BPS.

Dialog. Dialog Information Services; 3460 Hillview Ave.; Palo Alto, CA 94304; 1-800-334-2564. Costs: $150.00 starter package which includes a user manual, a full day of training, and $100.00 of connect time. Thereafter there is a $25.00 annual fee. On-line charges vary based on the data base accessed. Data bases.

This contains more than 300 data bases covering public and private companies, agriculture, bioscience, chemicals, computer science, current affairs, education, energy, the environment, industry, law and government, medicine, patents, and science and technology. Companion data bases are Dialog Business Connection (business), dialog Medical Connection (medicine) and Knowledge index (home user). It provides electronic mail and gateways to OAG and Trade-Plus (stock quote service). Access methods include: Telenet, Tymnet, or Dialnet at 300, 1200, or 2400 BPS.

Dow Jones News/Retrieval. Dow Jones and Co.; P.O. Box 300; Princeton, NJ 08543; 1-800-522-3567. Start-up fee: $29.95 (individual) and $49.95 (corporate), with an annual service fee of $12.00. On-line charges vary. Data base.

This contains 42 data bases offering the full text of the Wall Street Journal and the Washington Post from January 1984 to present; the full text of articles from more than 140 regional business journals and government and private business and industry information sources; stock market quotes; and up to the minute reports on companies markets, industries and investments. It provides gateway support to MCI Mail and DataTimes. Access methods include: Telenet, Tymnet, or gateways from other services at 300, 1200, or 2400 BPS.

EasyNet. Telebase Systems; 763 W. Lancaster Avenue; Bryn Mawr, PA 19010; 1-800-327-9638. Cost: $10.00 per successful search plus per-document data base royalties that vary according to the data base searched. Database interface.

This menu driven interface to more than 900 data bases covers a multitude of topics. It offers no SIGs or gateways. Access is via Telenet and Tymnet at 300 or 1200 BPS.

Lexis. Mead Data Central, Inc.; P.O. Box 933; Dayton, OH 45401; 1-800-543-6862. $32.00 per hour plus $10.00-$23.00 per search, with $125.00 minimum monthly billing. Data base.

This legal research service contains approximately 300 data bases covering federal and state court decisions; state statutes; codes, regulations and administrative agency rulings; and legal analyses of banking, bankruptcy, insurance, international trade, labor, public contract, public utility, securities, and tax laws. Gateway to Nexis. Access methods include: Telenet, Tymnet, and WATS at 1200 or 2400 BPS.

NewsNet. NewsNet Inc.; 945 Haverford Rd.; Bryn Mawr, PA 19010; 1-800-345-1301. Annual fee: $120.00, plus other various charges. Data base.

This includes full text articles from over 320 business and government news letters and news wire covering aerospace, computers, defense, electronics, domestic and international finance, international business news, and telecommunications. It offers gateway service to Vu/Quote, OAG, Computer Multiple Listing Service and TRW. Access methods include: Telenet and Tymnet at 300, 1200, or 2400 BPS.

Nexis. Mead Data Central, Inc.; P.O. Box 933; Dayton, OH 45401; 1-800-543-6862. $32.00 per hour plus $7.00-$30.00 per search, with $50.00 minimum monthly billing. Data base.

This collection of more than 300 full text data bases from both domestic and international sources covers biography, business intelligence, current events, industry, politics, and science. Access methods include: Telenet, Tymnet, and WATS at 1200 or 2400 BPS.

Westlaw. West Publishing Co.; 50 W. Kellogg Blvd.; P.O. Box 64526; St. Paul, MN 55164; 1-800-328-0109. Cost: based on amount of use plus additional telecommunications and access charges. Data base.

This contains over 1,000 data bases covering federal and state cases and statutes; federal bankruptcy, labor, securities, and tax forms and regulations; law review articles (dating from 1982); Insta-Cite; and "Shepard's Citations." It provides gateway to Dialog, Dow Jones News/Retrieval, Information America, PHINet and Vu/Text. Access methods include: local nodes, IBM InfoNet, Telenet, Tymnet at 1200, 2400, 4800, or 9600 BPS.

C. General Reference Data Bases

Books In Print. R.R. Bowker Co.; 245 W. 17th St.; New York, NY 10011; 1-800-323-3288. Data Base.

This contains 1 million bibliographic references indexed by Library of Congress classifications to forthcoming books, and books both in and out of print since 1979, from 16,000 English language publishers. Access methods include: BRS and Dialog at 300, 1200, or 2400 BPS.

Encyclopedia Britannica. Encyclopedia Britannica; 310 S. Michigan Avenue; Chicago, IL 60604; 312-347-7000. Data Base.

This is the oldest and most comprehensive encyclopedia in the English language. Approximately one-third of the material consists of short articles; the remaining two-thirds contains long, general articles that are theoretical and comparative in nature. Access methods include: Nexis at 1200 or 2400 BPS.

The Readers' Guide to Periodical Literature. The H.W. Wilson Co.; 950 University Avenue; Bronx, NY 10452; 1-800-367-6770. Data base.

This is the basic library source on popular periodicals, indexes, and articles in 182 popular publicatons from 1983 to the present, covering current events, business, fashion, politics, crafts, food, education, sports, history, and science. It is organized by subject and periodical. Access methods include: Wilson-line at 300, 1200, or 2400 BPS.

D. News Data Bases

The New York Times. The New York Times; 229 W. 43rd St.; New York, NY 10036; 1-800-543-6862.

This on-line news service includes every article published in the New York Times since June 1980, covering local, national, and international news; business; real estate; computers; the stock market; fine arts and the performing arts; and reviews. Access methods include: Nexis at 1200 or 2400 BPS.

E. Business Planning Data Bases

Business Periodicals Index. The H.W. Wilson Co.; 950 University Avenue; Bronx, NY 10452; 1-800-367-6770. Data base.

This index covers corporate law, labor relations, taxation, real estate law, estate planning, and criminal law. It also offers full text of statutes, case notes, and book reviews. It provides an index to articles from 476 legal periodicals published in the United States, Canada, Great Britain, Ireland, Australia, and New Zealand. Access methods include: Wilson-line at 300, 1200, or 2400 BPS.

CENDATA. U.S. Census Bureau; Washington, DC 20233; 301-763-2074. Data base.

CENDATA contains economic and demographic data for the United States and demographic data for more than 200 other countries. Monthly economic indicators, such as trade balance, retail sales, and housing-start figures are available minutes after release by the Commerce Department. Access methods include: CompuServe and Dialog at 300, 1200, or 2400 BPS.

Daily Report for Executives. Bureau of National Affairs; 1231 25th St. N.W.; Washington, DC 20037; 1-800-862-4636. Data base.

Updated daily, this newsletter covers trends in tax policy, economics, export and import controls, antitrust and trade regulation, banking, agriculture, federal expenditure, international finance, product liability, securities regulation, energy developments, and environmental policy. Access methods include: Dialcom at 300, 1200, or 2400 BPS; and Nexis or Westlaw at 1200 or 2400 BPS.

Harvard Business Review/On Line. John Wiley & Sons; 605 Third Avenue; New York, NY 10158; 212-850-6189. Data base.

This on-line version of the bimonthly journal gives citations, abstracts, and full text of Harvard Business Review articles covering accounting, organizational behavior, industrial analysis, international trade, business ethics, marketing, computers, personnel relations, finance, time management, and advertising. Access methods include: BRS, Dialog, Easy Net at 300, 1200, or 2400 BPS; and Nexis at 1200 or 2400 BPS.

F. Legal Data Bases

American Bar Association (AMBAR). American Bar Association Information Services; 750 North Lakeshore Dr.; Chicago, IL 60611; 1-800-621-6159. Cost: $50.00 to join, plus annual fee of $50.00 for members, and $150.00 for non-members. Data base.

AMBAR is a collection of abstracts from eight American Bar Association journals, as well as abstracts of articles, monographs, and pamphlets on the activities, programs, and research of the American Bar Association. Cost varies by data base used, royalties, and time used. Access is direct at 300, 1200, or 2400 BPS.

G. Insurance Data Bases

Insurance Data Bases. West Publishing Co.; 50 W. Kellogg Blvd; P.O. Box 64526; St. Paul, MN 55164; 1-800-328-0109. Data base.

This covers federal and state case law and statutes pertaining to insurance for 21 states and Guam. This on-line source also contains law reviews, texts and bar association journals relating to insurance. Access methods include: Westlaw at 1200 or 2400 BPS.

Insurance Periodicals Index. NILS Publishing Company; P.O. box 2507; Chatsworth, CA 91311; 1-800-423-5910. Data base.

This data base, targeted at brokerage houses and insurance company managers, indexes and abstracts 38 insurance business journals and adds 13,000 new records each year. Access methods include: Nexis and Lexis at 1200 or 2400 BPS.

H. Finance Data Bases

Bizdate. Source Telecomputing; 1616 Anderson Rd.; McLean, VA 22101; 1-800-336-3366. On-line service and data base.

This on-line source provides business and investment news summaries; stock market and currency reports; investment tips; and newsletters on the oil industry, banking, and real estate. Market reports include a weekly summary of mergers and acquisitions. Access methods include: The Source at 300, 1200, or 2400 BPS.

Citibank Global Report. Citicorp; One Citicorp Center; 153 E. 53rd St.; 3rd Floor, Zone 2; New York, NY 10043; 1-800-842-8405. Cost: $90.00 per hour (volume discounts available). Data base.

Citibank's international data base reports corporate and industry information on every major market worldwide, such as money markets, foreign exchange, stocks, bonds, futures, options, and mutual funds. News and rates are reported in real time. Access is direct at 300, 1200, or 2400 BPS.

SEC Online. SEC Online; 400 Oser Avenue; Hauppauge, NY 11788; 516-434-9000. Data base.

This data base contains the full text of corporate annual reports, forms 10K and 10Q, proxy statements, SIC codes, investor contacts, and corporate legal counsel and stock agents for all companies on file with the Securities and Exchange Commission. Access methods include: Nexis, Lexis, and Westlaw at 300, 1200, or 2400 BPS.

I. Taxation Data Bases

PHINet. Prentice Hall Information Network; One Gulf & Western Plaza; New York, NY 10023-7774; 212-373-8600. Sign-up fee: $1200.00, plus $100.00 per hour and $50.00 monthly fee. Data base.

PHINet, which is targeted at accounting firms, law firms specializing in taxation, and the IRS, offers daily tax news, analysis and commentary, as well as more than 30 tax-related data bases. Access is direct at 1200 or 2400 BPS.

The Tax Directory. Tax Analysts; 6830 N. Fairfax Dr.; Arlington, VA 22213; 1-800-336-0439. Data base.

This source lists the names, addresses and phone numbers of federal and state taxation agencies and officials, courts and judges, as well as journalists, special interest groups, and private individuals associated with taxation. Access methods include: Lexis and Westlaw at 1200 or 2400 BPS and NewsNet at 300, 1200, or 2400 BPS.

J. Business Directory Data Bases

Dun's Market Identifiers. Dun's Marketing Services; 49 Old Bloomfield Avenue; Mountain Lakes, NJ 07046; 1-800-223-1026. Data base.

This is a directory of 2 million mostly privately held U.S. businesses that have more than ten employees or $100,000 in sales. Dun's listings include name, address, phone number, description of business, amount of sales at each main location, and number of employees. Access is available at 300, 1200, or 2400 BPS.

Forbes 500 Annual Directory. Forbes; 60 Fifth Avenue; New York, NY 10011; 212-206-5505. Data base.

The directory ranks the 800 largest U.S. based, publicly owned companies by sales, assets, profits, and stock market value. It also contains extensive stock market information on the 500 top-ranked companies. Access is available at 1200 or 2400 BPS.

K. Trade Data Bases

International Trade Reporter. Bureau of National Affairs; 1231 25th St. N.W.; Washington, DC 20037; 1-800-862-4636. Data base.

This weekly report covers domestic and foreign trade policy and U.S. legislative, regulatory and judicial actions affecting the international trade and foreign commerce communities. Access methods include: Lexis and Westlaw at 1200 or 2400 BPS.

Trade and Industry Index. Information Access Corp.; 357 Lakeside Dr.; Foster City, CA 94404; 1-800-227-8431. Data base.

This general trade index contains profiles of prominent business people and corporate intelligence on companies, products, consumer and industry trends, investments and mergers and acquisitions, as well as pertinent citations to more than 600 trade and management journals. Access methods include: Dialog at 300, 1200, or 2400 BPS.

L. Employment/Placement Data Bases

Career Placement Registry. Career Placement Registry; 302 Swann Avenue; Alexandria, VA 22301; 1-800-358-3093. Data base.

According to the producer, 80,000 companies search this on-line resume file and data base for prospective employees. Two hundred occupations are represented and 80 percent of the people listed are college graduates. Access methods include Dialog at 300, 1200, or 2400 BPS.

United States Employment Opportunities - The Computer Field. Washington Research Associates; 2103 North Lincoln Street; Arlington, VA 22207; 703-276-8260. Data base.

This directory shows career announcements at every level in the hardware and software industries nationwide. Trends and technological development affecting employment opportunities in the computer field are also covered. Access methods include: Delphi and NewsNet at 300, 1200, or 2400 BPS.

M. Computer Industry Data Bases

Andrew Seybold's Outlook on Professional Computing. Infotechnology Publishing Corp.; 3235 Kifer Rd. #110; Santa Clara, CA 95051; 408-746-2555. Cost: $30.00 monthly. Data base.

Seybold's monthly, full text publication of technical evaluations and reviews of hardware and software is geared for the nontechnical business person. The editorial slant is toward the application of personal computers in a corporate environment. Access is by direct at 300 or 1200 BPS or by NewsNet at 300, 1200, or 2400 BPS.

Business Software Data Base. Information Sources; 1173 Colusa Avenue; P.O. Box 7848; Berkeley, CA 94707; 415-525-6220. Directory.

This directory of more than 10,000 micro, mini, and mainframe computer software packages lists program title, vendor name and address, company contact and a detailed description of features. Access methods include: BRS, Dialog, and EasyLink at 300, 1200, or 2400 BPS.

Microcomputer Index. Database Services; 2685 Marine Way #1305; Mountain View; CA 94043; 415-961-2880. Index.

This index allows the user to search abstracts of and indexes to 70 microcomputer periodicals by article title, author, keyword, subject heading, product name, or company name. Access methods include: Dialog at 300, 1200, or 2400 BPS.

Newsbytes. Newsbytes News Service; 822 Arkansas St.; San Francisco, CA 94107; 415-550-7334. News wire service.

This weekly news wire provides microcomputer industry news, editorials, and trade show coverage from bureaus in Atlanta, New York, San Francisco, Washington, Brussels, London, Tokyo, Toronto and other sources worldwide. Access methods include: The Source at 300, 1200, or 2400 BPS.

N. Defense Data Bases

Defense Daily. Phillips Publishing; 7811 Montrose Road; Potomac, MD 20854; 301-340-2100. Data base. This 8-page daily newsletter covers the Pentagon, congressional appropriations bills, policies affecting space and defense, defense contract awards, foreign military sales, key personnel changes in the defense industry, and Soviet space and defense programs. Access methods include: NewsNet at 300, 1200, or 2400 BPS.

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